

C O

C

C

CH₂OH

CHOH

+ O

CH₂OH

CH₂OH

CO

CHOH

CHOH

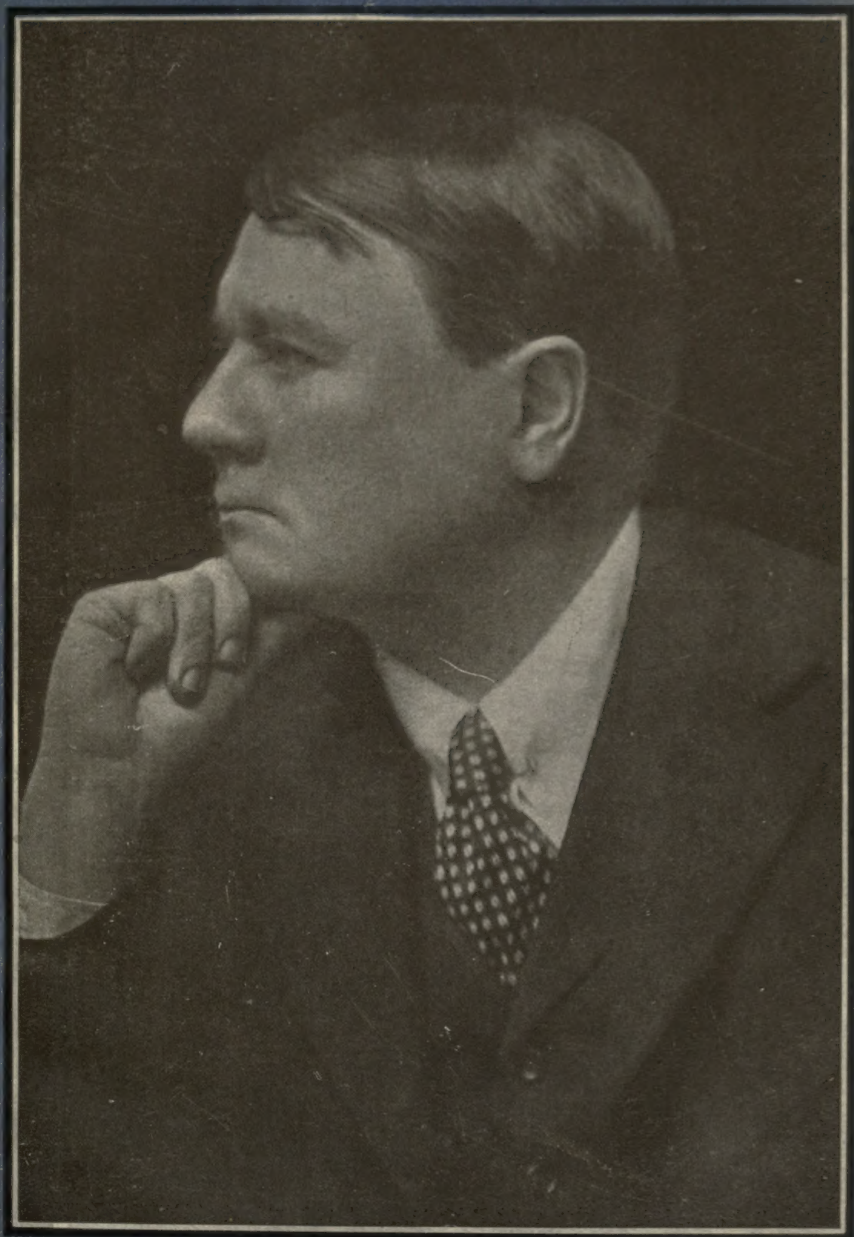
CHOH

CH₂OH

FIFTH EDITION

History of The DAILY MAIL

1896-1921



The Founder of The Daily Mail

1/-

DAILY MAIL NET SALES.
1,365,256.

LONDON,

21st April, 1921.

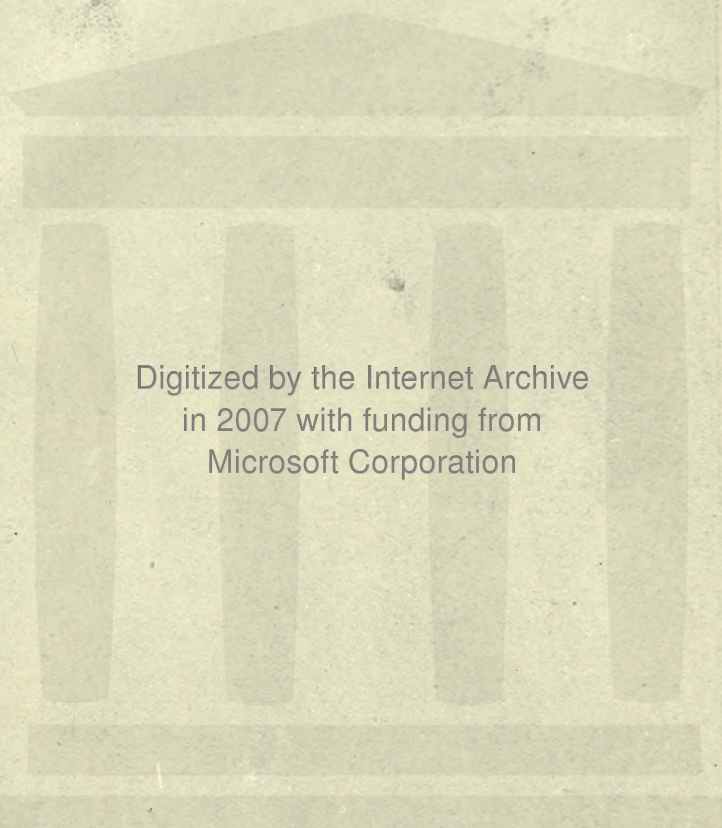
We certify that the average **Net Daily Sale** of *Daily Mail*, after deducting all unsold or free copies whatsoever, for the first half of April, 1921, was **1,365,256.**

(Sgd.) LEVER, HONEYMAN & Co.

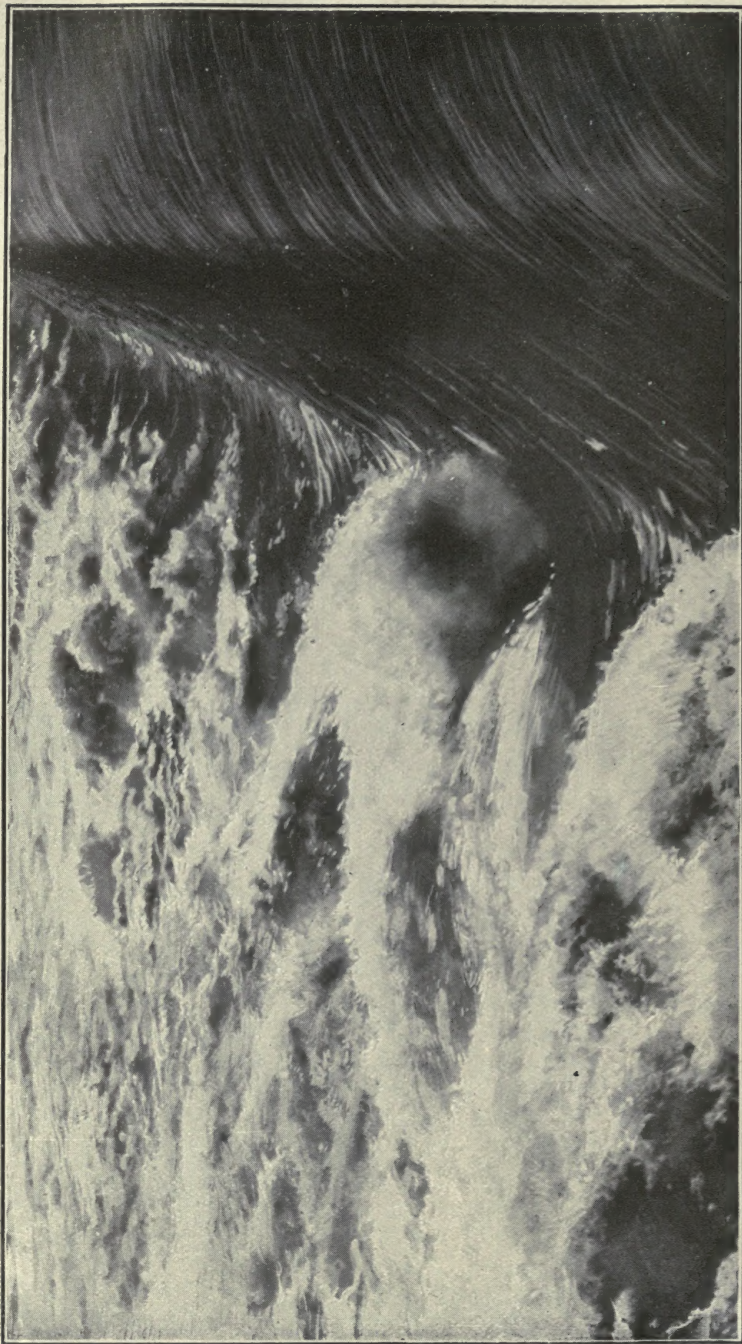
(Chartered Accountants).

(Sgd.) E. LAYTON BENNETT, SONS & Co.

(Chartered Accountants).



Digitized by the Internet Archive
in 2007 with funding from
Microsoft Corporation



THE POWER BEHIND THE DAILY MAIL, GRAND FALLS, NEWFOUNDLAND.

THE MYSTERY
OF THE
DAILY MAIL

THE WESTERN
DAILY MAIL

THE
MYSTERY
OF THE
DAILY MAIL
1896-1921

*Frederick
Arthur* BY
F. A. MCKENZIE



421853
13.4.44

London:
ASSOCIATED NEWSPAPERS, Ltd.
1921

MYSTERY

OF THE

DAILY MAIL

PN

5129

L7M3



201-1
AA.1.1

CONTENTS

CHAPTER	PAGE
INTRODUCTION	7
I. INITIAL CAPITAL, £15,000	13
II. IN THE BOER WAR	25
III. THE SECRET OF VEREENIGING—AND OTHER GREAT ADVENTURES	31
IV. EARLY CAMPAIGNS AND APPEALS	37
V. THE TRANSFORMATION OF NEWFOUNDLAND	41
VI. THE CONQUEST OF THE AIR	49
VII. COVERING CONTINENTAL EUROPE	55
VIII. PHOTOGRAPHY AND NEWS	59
IX. SCAREMONGERINGS!	63
X. THE DAILY MAIL IN THE GREAT WAR	71
XI. SOME DAILY MAIL FEATURES	81
XII. THE BUSINESS SIDE OF A GREAT NEWSPAPER	89
XIII. MAKING A MODERN NEWSPAPER	95
XIV. THE MOST SUCCESSFUL ADVERTISING IN THE WORLD..	105
XV. ONE MILLION THREE HUNDRED AND SIXTY FIVE THOUSAND DAILY	113
XVI. EXHIBITIONS AND COMPETITIONS	117
XVII. AFTER THE GREAT WAR.. .. .	125

ILLUSTRATIONS

FRONTISPIECE. Grand Falls, Newfoundland—The Power Behind
The Daily Mail.

	FACING PAGE
I. Mr. Thomas Marlowe, Editor of <i>The Daily Mail</i> ..	16
II. George Warrington Steevens	17
III. A Logging Camp in Newfoundland	32
IV. A "Drive" of Logs Down the Exploits River ..	33
V. <i>The Daily Mail</i> . 1896-1921	48
VI. The Town of Grand Falls	49
VII. and VIII. Directors of Associated Newspapers, Ltd.	64-65
IX. Miss Bessie Ascough	80
X. Tom Webster and "Poy" (P. H. Fearon) ..	81
XI. The Editress of the Magazine Page	96
XII. Carmelite House	97
XIII. Some <i>Daily Mail</i> War Correspondents ..	112
XIV. The Photographic Department at Carmelite House ..	113

IN TEXT.

If the Newfoundland Property were in England .. page 45

The photograph of Viscount Northcliffe, on the cover, is by Hoppe.



The Daily Mail on Itself.

AT the end of its first quarter of a century *The Daily Mail* is growing more rapidly than at any time in its history.
Why?

The reasons for its astounding development are little better understood by those concerned in its production than by the general public. Its continued growth is the Mystery of *The Daily Mail*. We shall here endeavour to solve the problem as best we can.

Apart from the penetrating circulation of the Continental *Daily Mail*, the net sale of the various editions published in Great Britain and Ireland now, as the certified figures show, exceeds more than the gigantic and unprecedented figures of one million three hundred and fifty thousand. No such continuous demand has ever existed in the case of any other newspaper in any part of the world. In the United States there is no morning newspaper with anything approaching half the net sale of *The Daily Mail*.

* * *

At a recent meeting of the Directors of *The Daily Mail* various reasons were given to explain the remarkable position it has gained. All agreed that its *Independence* as to politics and politicians is the characteristic that makes the greatest appeal.

The second cause is beyond question the public realisation of the prevision which this newspaper displayed in its twenty years of steady warning of German preparations for world conquest, with its prophecies as to seaplanes and submarines.

* * *

Gratitude for its outspoken and fearless revelation of the lack of the right kind of shell in 1915 is continually voiced in letters from the public, and ex-soldiers especially.

These letters are so numerous and so continuous that there can be no question that the Shell Campaign, with its burning, boycotting, banning, and advertisement withdrawals, is a considerable factor in the appreciation felt for *The Daily Mail* by the officers and men, their mothers, wives, and sweethearts, of the Great Armies that were.

There are other reasons, of course. The considerable staff of women and men who look after the interests of women readers are probably justified when they claim that the attention always paid to feminine affairs—social, political and domestic—accounts for many hundreds of thousands of daily subscribers among the gentle but dominant sex.

* * *

In the matter of its Intelligence Service as a medium for the collection and distribution of news, *The Daily Mail* is probably as good as much experience, unlimited expenditure, and countless active brains can make it.

Its reporters, resident correspondents at home and abroad, special travelling correspondents, and its specialist writers bring the *new things* of the world direct into every English, Welsh, Scottish and Irish village each day; and, *via* the Paris office, to all Europe and North Africa.

It is the only morning newspaper in the world which publishes in triplicate in three different centres—London, Manchester and Paris.

* * *

Of the readers of its Continental Edition, it is probably true that half a million different travellers read it every year for longer or shorter intervals. When they return to Britain they become readers of the English Editions. We have found frequently that they replace any journal that they have previously read by *The Daily Mail*. This was also the case with thousands of demobilised soldiers and sailors.

On the question of the amount of attention given to outdoor life—agriculture, horticulture and sport—it is found that the paper interests unexpected classes of readers. There is a little feature written every day by Sir William Beach Thomas, Mr. P. W. Izzard, or one of our other nature writers. Curiously enough, this was one of the most popular paragraphs among our soldiers and sailors. On one or two occasions it was crowded out by pressure of war news, and there came a great quantity of protests.

* * *

The Insurance, which was initiated on January 1, 1914, is considered to be a means of welding the circulation, though it is one of the paradoxes of journalism that what costs readers nothing and the proprietors hundreds of pounds weekly has only been taken advantage of by a comparatively limited number of people. Despite the benefits offered, the average reader will *not* take the trouble to sign the registration form.

* * *

“A Reader for more than twenty years” lately wrote :

“The real secret of ‘The Daily Mail’ is that it is a human, living newspaper with a soul and ideals of its own, and not a mere compendium of news and class prejudice. Its enthusiasms, its original ideas, its quick prevision, its fine work for National Health and Efficiency, Ideal Homes, Gardening for all, its sympathy for suffering people (and for suffering animals, too), yea, its very mistakes are human. Its consistency in aims, year in and year out, is wonderful. And it goes about its work in its own entirely original way. In our district its £1,000 prize for the best bunch of sweet peas did more to encourage gardening for the million than scores of lectures and pounds of printed matter. Just now it is gently and wisely warning us about the delicate state of Anglo-American relations. And those of us who KNOW, as I do, feel that the paper is about to do another great service.”

* * *

A prime cause of this newspaper's popularity is its disfavour among politicians of the baser sort. In a recent ballot of London morning journals taken by Members of Parliament to test the working of Proportional Representation, *The Daily Mail* was almost the last on the list of “candidates.” The paper is adamant as regards political and personal pressure, and a good twenty-five per cent. of the present House of Commons detest it in consequence, and say so.

Ebullitions against *The Daily Mail* in the House of Commons go back to very early in its history, as those who take the trouble to read this little synopsis will find. But a good many politicians who once cursed the paper now bless it.

The vigorous and often virulent attacks which it has always received at the hands of its jealous competitors have done as much as the House of Commons to give *The Daily Mail* that unique and profitable publicity to which it is not indifferent. "Say something about my work. I do not care what you say, but say something," were the words of a sage student of the public mind.

* * *

When *The Daily Mail* marches off with half the sale of another newspaper, or brings a politician before the bar of his constituents, the resulting squeal arises sometimes to a hubbub, or even to a division in Parliament. But though distasteful to evasive politicians and inefficient competitors, its policy is relished by the one million three hundred and fifty thousand who admire a journal that is not afraid to speak out when it feels it is its duty to do so. "Hide the truth!" and "Hush, hush!" were a national curse before and during the War, and are so to-day.

But, after all, whatever may be the nature of the Mystery—and a mystery it is—explaining the astounding position which the newspaper has created for itself in the world, its real support lies in the fact that in thousands of clubs, reading-rooms, hotels and places of public assembly, as well as in more than a million homes, *The Daily Mail* is taken and trusted.

* * *

It is this *trust* which has made the paper the effective power that it is.

It is this confidence that causes the public to respond to the advertisements in its pages, knowing full well, as they do, that no advertisements are accepted other than those of establishments of tested repute.

In twenty-five years there have been intimate and affectionate relations between this newspaper and the greatest circle of readers in the world.

There are difficult problems ahead—Anglo-American relations, Labour, National Finance, Anti-Waste being among them. We shall probably have to say things which the public will not like—things that may seem as ridiculous and unique as our continued prophecies about Germany, aeroplanes and submarines were considered in many

quarters to be. But, whether the paper is again burned and boycotted or not, they will be said, if necessary.

* * *

If the astonishing position gained by this journal is a source of wonder to those who are responsible for it, how much more mysterious is its growth to its London and Provincial opponents.

"How are *The Daily Mail* readers got and where do they come from?" is a perpetual problem in every other newspaper office.

They come from other newspapers—that is obvious.

Which?

In nine cases out of ten they are gathered from one or other of the following sources: From what is known as the "Ditto" press, which always applauds the Great, from newspapers which have been bought by supporters of the Government, or from those journals which from lack of initiative and incapacity for constructive criticism are just as tame as the other two types of newspapers.

People are not so foolish as not to realise that the average "Ditto" journal is conducted with the object of gaining some social reward for its owners.

Unknown to the public, one newspaper after another is falling into the clutches of the Government wirepullers. Each such journal at once begins to lose readers and is unable to produce the necessary net sale figures which the modern advertiser very properly seeks.

* * *

At a time when millionaires of all sorts are trying to buy, and have bought, public opinion by getting possession of newspapers, the existence of an independent publication like *The Daily Mail*, which is just as independent of politicians as of advertisers and of readers, is an essential part of the body politic.

The Daily Mail

ONCE again the Press is threatened with pains and penalties unless it will consent to look through the eyes of office and speak with the tongue of bureaucracy. Freemen against mercenaries, the lists are set ; those fight to regain their freedom, these to retain their hire. If the Press of England is to enjoy a future worthy of its great past, its liberty must be preserved inviolate. If we must fight, let us inscribe upon our banner the sentence which Milton, borrowing it in the same cause, made one of the noblest in our language :

This is true Liberty, when free-born men
Having to advise the public, may speak free ;
Which he who can, and will, deserves high praise ;
Who neither can nor will, may hold his peace ;
What can be juster in a State than this ?

Viscount Northcliffe— December, 1920.

I.

Initial Capital, £15,000.

THE *Daily Mail* completed on May 4, 1921, twenty-five years of active service. It has made its appeal from the beginning not to a limited class or to special interests but to the people as a whole.

It has shown how a newspaper can become a vital centre of national organisation, aiding good government, attacking extravagance and inefficiency, encouraging new discoveries, stimulating flagging industries, and developing better homes. Discarding party ties, it has throughout taken its stand for the closer union of the Empire and the greater safety and prosperity of all classes.

The first numbers of *The Daily Mail* were immediately recognised as marking a turning point in English journalism. Here was a new thing for a new generation. A comfortable and somewhat somnolent age was merging into more strenuous times. The four score placid years following Waterloo were to be succeeded by a quarter of a century of world ferment, development and strife surpassing the quarter of a century after the French Revolution.

The London morning Press had fallen into a rut. Evening papers, under the inspiration of men like W. T. Stead and Henry Cust, had sought to adapt themselves to the times. The morning papers had not. They were still dominated by the politician and filled with the undigested output of the verbatim shorthand writer. Their attention was largely confined to politics. Tedious articles by omnipotent wisacres, and long reports of Parliament, of political speeches, of the money markets, and more especially the law and the police courts, occupied their columns. They did not attempt to interest women. They were the reading of the clubman, the politician, and the business man rather than the necessity of the people at large. Their field of circulation was strictly limited and their advertising power small compared with the revenues of to-day.

Able journalists like Sir E. T. Cook and Mr. H. W. Massingham had sought to bring old papers up to date and did wonders with the resources at their disposal. But something more was wanted. Newspaper men talked with admiring despair of the enormous circulations of the popular New York and Paris journals, and wondered why the same results could not be obtained here. The time was ripe for a new departure. The new departure came with the publication of the first number of *The Daily Mail*.

Owing to a working arrangement with the *Evening News*, little plant was purchased. The total initial capital was less than £15,000! As profits came in they were invested again and again. The present authorised capital of *The Daily Mail* and its associated newspapers is £2,100,000.

A Young Men's Enterprise.

The Daily Mail was a young men's enterprise. Its founder, Mr. Alfred C. Harmsworth (now Viscount Northcliffe) was thirty years old. The son of the late Alfred Harmsworth, of the Middle Temple, Barrister-at-Law, he had had the advantage of wide travel and most kinds of newspaper work. His father, as a writer of considerable distinction, had familiarised his son with literary folk and the literary life from childhood. As a boy of seven he had a small printing outfit. Before he began *The Daily Mail* he had visited and examined newspaper offices in more than a dozen foreign countries and the Dominions.

Mr. Harmsworth had gathered around him a staff of picked young men with the energy, the generous enthusiasm, and the daring of youth. They set out to attempt something new, something which older men declared impossible. They knew that they were going to succeed.

The Daily Mail was fortunate in another respect. Many a hopeful newspaper venture has been wrecked because it has had to depend for its capital upon cotton lords or cocoa kings, party funds, or the subscriptions of special interests. Newspaper production is one of the most technical of all callings. If the financial control is in the hands of amateurs, and these amateurs attempt to meddle, disaster usually follows.

The founder of *The Daily Mail* was then and is himself a working newspaper man, and claims no other title. He has refused Cabinet office on more than one occasion.* An Editor at

*[In a letter, dated November 15, 1917, to Mr. Lloyd George, the Prime Minister, Lord Northcliffe declined his invitation to accept office.]

sixteen, he, and his brother, Viscount Rothermere, had built up in his twenties the greatest periodical publishing house in the world, the Amalgamated Press. He had personal experience of every branch of daily paper production. He was the supreme inspirer and director of the new enterprise, and, despite indifferent health, due to overwork sometimes, continues so to this day. Lord Northcliffe is known to every man on *The Daily Mail* as "The Chief." The title is no merely complimentary phrase. His staff gladly recognise him as their real leader, if often, alas! long absent.

Eighteen Months of Preparation.

There had been eighteen months of careful preparation before the first number was published. Premises had been secured in Carmelite Street, machinery laid down, and a large staff enlisted. A first number was prepared and printed on February 15, but not for the public. From then on until the beginning of May, experimental issues were regularly produced, with full telegraphic and news services. The whole organisation was perfected beforehand. These experiments cost a large sum in salaries, material, cost of news services, and payment for contributions. It was money well spent, for the paper offered to the public on May 4 was complete, well balanced, and as technically perfect as though it had been running for a year.

Twenty hours before the publication of No. 1 the staff gathered together. An anxious day followed. Everything had been done that could be done. The new venture had been widely advertised. Every detail had been worked out in advance. But how would the public respond? Only actual experience could show. By 2 a.m. on the morning of May 4 the first issue was printed and its health solemnly drunk. By ten o'clock that morning all question of success or failure had been answered. Armies of newsvendors were waiting for fresh supplies; the printing presses, running at full speed, could not meet the demand; telegrams and messages of congratulation were pouring in.

Mr. Gladstone's Congratulations.

Mr. Gladstone was one of those who sent their felicitations: "*The Daily Mail* appears to me a most interesting experiment to which I give my heartiest good wishes." A sale of 100,000 had been anticipated, and 150,000 hoped for. The actual sales that day were 397,215.

Mr. Harmsworth did not leave the office for the first two days and nights. He then went home and slept for twenty-two hours,

when his household, alarmed at his long somnolence, had him awakened.

The price of *The Daily Mail* was one halfpenny. "A penny newspaper for one halfpenny" was the advertising motto. The question of price was, however, treated from the first as a minor one. *The Daily Mail* claimed the attention of the public not because it was half the price of other morning papers, but because it contained the most comprehensive news service and presented it in the most concise fashion.

"The Busy Man's Paper."

This was made quite clear in a preliminary statement in the opening number :

The "note" of *The Daily Mail* is not so much economy of price as conciseness and compactness. It is essentially the busy man's paper. The mere halfpenny saved each day is of no consequence to most of us.

The new sheet at once secured a reputation for early and exclusive news. There were special and important cables in the first issue from Bulawayo, Pretoria, New York, Cairo, and Cape Town, while on the following day important exclusive news concerning Cecil Rhodes aroused widespread interest.

The variety and clear arrangement of the news, and the orderly, balanced appearance of the pages, were appreciated by the general reader. The abundance of cabled news from overseas aroused special comment. In place of three leading articles, each a column or more long, there were three occupying less than half a column between them. One of these in the very first issue foretold, with striking prevision, the place that the then much derided motor-car would occupy within a few years.

Newspapers and Women's Interests.

One feature of the paper, the "woman's page," aroused many sneers from superior souls. Even friendly critics doubted its suitability. It was described in the headlines as "An Entirely New Idea in Morning Journalism," and was frankly designed to interest women. This feature, so ridiculed then, proved most successful. Up to then, morning papers had been prepared, with rare exceptions, as though the world were a monastery, or as though women readers were not worth consideration. Consequently women did not read them. That condition of things definitely ended on May 4, 1896. To-day, thanks to the lead of the first number of *The Daily Mail*, the daily Press of the world, at home and abroad, recognises that women readers exist.



Mr. THOMAS MARLOWE, Editor of *THE DAILY MAIL*
and Chairman of Associated Newspapers, Ltd.

(E. O. Hoppe.)



(From the painting by Hon. John Collier.)

GEORGE WARRINGTON STEEVENS.

"Movements in the women's world, that is to say, women and politics, dress, toilette matters, cookery and home matters generally, are as much entitled to receive attention as nine out of ten of the matters which are treated in the ordinary daily paper," the journal declared.

Sales naturally dropped after the first day, but by the beginning of the second week there was a regular demand of over a hundred and seventy thousand a day, and within a few weeks the two hundred thousand figure was reached. This was so much in excess of expectations that the first machinery and office accommodation were quite inadequate. Accordingly a big plot of vacant land at the corner of Tallis Street and Carmelite Street (near the site of part of the long vanished home of the Whitefriars and hard by the Temple) was secured and plans were pushed forward for the creation of one of the finest newspaper buildings in London there. Carmelite House, as it was named, was intended to accommodate *The Daily Mail*, the *Evening News*, and the various publications of the Amalgamated Press. Expansion continued so rapidly that in a few years, despite the addition of a big wing, the Amalgamated Press had to find quarters of its own elsewhere. A new storey was added to Carmelite House last year. Still the demand is for more room to house the ever growing business.

Rending the Veil.

The Daily Mail proceeded to tear down the veil of mystery with which old-time newspapers had sought to surround themselves. Visitors were welcomed; the enormous daily letter bag was attentively read; the public were taught that this was their newspaper, and their co-operation was invited in making it the best newspaper in the world.

News was sought for and watched for, hunted down as a hunter tracks his prey. Experts were employed and paid adequate salaries. Up to this time the general pay for men on the news side of a paper of first-class professional standing was six guineas a week. When Mr. Astor paid his Chief News Editor on the *Pall Mall Gazette* seven guineas a week, old hands laughed at his foolish extravagance. But when *The Daily Mail* added several guineas to the seven, Fleet Street saw certain bankruptcy for its proprietors ahead. When Fleet Street further learned that this new paper was paying special men salaries commensurate with the rewards they would have secured had they been successful in other professions, it threw up its hands. Here, again, time has amply

justified the new departure. To-day the staff of *The Daily Mail*, working on a five days a week basis be it said, is, without exception, the most highly paid in the world.

The Daily Mail won fame during the first months of its existence by a series of news coups. These were the result of careful organisation and liberal expenditure. One of the first of these was a detailed account on June 18 of the terrible disaster to the Drummond Castle, which struck off Cape Ushant, with the loss of nearly 250 lives. A few days before this the offices of *The Daily Mail* in London secured special telephonic communication between midnight and 3 a.m. every night with those of *Le Journal* in Paris, thus enabling the news of each country to be exchanged nightly. "We must beat every paper every day," was the motto of the News Editor's room. No efforts were too great to get the news and get it first. Every reporter knew that no outlay was to stand in the way of securing a big story.

First with the News.

The Daily Mail "young man" rapidly became a figure in London life. Mr. Harmsworth, himself, did a notable bit of reporting in October, 1896, when he travelled to Dalmeny and interviewed Lord Rosebery, whose sudden resignation of the Premiership had thrown politicians into a turmoil. In this interview Lord Rosebery, for the first time, told that the immediate cause of his resignation was the action taken by Mr. Gladstone in connection with the Armenian agitation. "It was not sudden," he remarked. "The situation has been untenable for some time, and I determined on this course when Mr. Gladstone assumed his present attitude on certain matters."

With the possible exception of the late Mr. Joseph Pulitzer, no newspaper owner has written so freely in his own journals. Thousands of articles and much correspondence from Canada and the United States, India, Russia, Germany, and Spain formed part of his work in the early days.

Another great step in extending the news facilities of the paper was made on *The Daily Mail's* first birthday, when it was able to announce that its New York and London offices had been brought into direct telegraphic communication, a wire having been laid down from Carmelite Street to the end of the ocean cable at Valencia Island, off the Irish coast. By this means cables from New York would, under favourable circumstances, be transmitted in two minutes. This was the first time that a British newspaper had

completed so elaborate and costly a scheme for printing all the latest American news. *The Daily Mail* has, during the whole 25 years of its history, been alive to the importance of keeping England and America fully informed, each of the doings of the other. It knows that the only danger to our friendly relations can come from mutual ignorance. Its American news, American articles, and American special correspondence have, from the beginning until to-day, been important features.

The Story of the "Aden."

The story of the "Aden" was one of the great triumphs of the early years. One day late in June, 1897, a message came through to London that the P. & O. liner "Aden" had been wrecked off Socotra, and that a band of forty survivors, after seventeen days of misery on a sea-swept rock, starving, drenched by night and day, looking death hourly in the face, had been rescued and brought to Aden. At that time no news organisation had any correspondent, or any means of obtaining information, from that sun-baked spot. *The Daily Mail* set the cables going, and despatched a message to the Postmaster at Aden asking him to get the people's story through, and to spare no expense in doing it.

Midnight was approaching. No reply had come to hand, and it looked as though the attempt had failed. Then the cabled sheets began to pour in of one of the most wonderful and moving news stories ever received. The Postmaster had gone to the survivors; they had agreed to combine to tell the story and to give the payment offered by *The Daily Mail* to some cases of distress. As the tale of their misery and peril, told with all the actuality, the simplicity and the conviction of men who have just emerged from the jaws of death, came through, slip by slip, everyone in the sub-editors' room realised that here was a tale which would stir the heart of England.

There came one incident towards the close which caused doubt. The message described how one day, weakened and almost dying from starvation and exposure, the little band had remembered that it was May 24, Jubilee Day, the Queen's birthday. Making a great effort they sang "God Save the Queen." This incident sounded too good to be true; it was the kind of an exaggeration that a correspondent, greatly moved by the tale he had heard, might have added. "When in doubt, leave out," is the sub-editor's motto. The incident was cut out. Even without it, the narrative cabled was the greatest press "coup" that summer. Afterwards

it was learned that the singing of the National Anthem was absolutely true.

The (More or Less) Honest Sailor.

The Daily Mail is not above telling a story against itself. Here is an anecdote of how one of its reporters was taken in in its early days. An honest-looking, bluff, weather-stained sailor man called at *The Daily Mail* office. He had a grand story to relate. He had just been shipwrecked in the Channel. So far as he knew he was the only survivor. He had seen with his own eyes seven men go under the water never to rise again. With a pathos, which was all the more terrible from the simple dignity of the sailor-man's narration, he told one of the reporters a grand and thrilling column and a half. The delighted reporter told him a handsome remittance should be sent to him if he took the news nowhere else, but left it to *The Daily Mail*. The mariner explained that he had no desire to make money out of so sad an affair. The first newspaper which gave him enough to pay his fare home to Cardiff could have the story to itself. So a couple of sovereigns were handed to him, and off he went; and subsequent efforts, before publication, to confirm his news caused the story to be withheld from publication, for the shipwreck turned out to be purely imaginary. This was the first and last time the paper was ever "had" in this manner.

No Hushing Up.

The editorial policy of the paper soon made itself felt. That policy has remained consistent to this day. First and foremost, *The Daily Mail* stands for the power, the supremacy, and the greatness of the British Empire. It owes no allegiance to any political party, and judges all issues apart from party bias. It searches the horizon for new men and new ideas, and welcomes them. It stands for national efficiency, and does not believe that efficiency can be obtained by glossing over weaknesses or hushing up abuses.

This policy led it to devote special attention to Imperial news. It made a point of sending special correspondents to different parts of the Over-seas Dominions to describe at first hand the life and progress of our own people there. It led it to watch carefully the progress of foreign trade rivals, and to advocate the improvement of our trade methods, and concerted work for the maintenance and expansion of our foreign markets. It led it to give active encouragement to every kind of new discovery likely to benefit our people.

The public, tired of viewing news through tinted spectacles, quickly showed its appreciation. *The Daily Mail* took a firm stand for the rights of British subjects overseas. The South African controversy was now becoming more acute. The new journal expressed its views unmistakably. It soon gathered round it a great public, which not only read the paper but believed in it and followed it.

But even inside the office there was as yet only a dim idea of what the future held. Letters of congratulation were modestly acknowledged. "We cannot and do not expect that the recent extraordinary increase in the sales will continue in the future at anything like the speed gained in the past. We shall, indeed, be satisfied if we reach a circulation of a quarter of a million." To-day the net daily sales are much over five times that figure.

A Birthday Review.

The first anniversary, on May 4, 1897, was made the occasion of a review of the paper's progress:

" 'All the news in the smallest space' has been one of the mottoes of *The Daily Mail* from its beginning; 'Empire first and Parish afterwards' the other.

"Much of the example of *The Daily Mail* has been frankly imitated in other quarters; the Master has in fact learned a good deal from the Pupil.

"And as a result the public has benefited immensely. It is getting brighter, briefer, and more enterprising newspapers than before, and it has one journal, at any rate, that is absolutely independent in matters political.

"Most of our success is due to the unsparing thought and labour of a very able and devoted band of young workers; some of it to those of the public who help our advocacy of Empire rather than Parish by spreading the fame of our daily budget among the less enlightened: none of it to sensationalism, tittle-tattle, and indecency."

On the second birthday there was another review.

"We claim," *The Daily Mail* said, "to have brought the Far East, the Far West, our Colonies, and other parts of our Empire to the very doors of our people. It is quite understood in journalistic circles that the average cost of telegrams to any number of *The Daily Mail* is a greater amount than that expended by any other paper in the United Kingdom. Incidentally we may mention that we

have more than a dozen special war correspondents at present engaged"—(the Spanish-American war was then in progress)—“one, alas, shut up at Manila and unable to send a line of copy.”

The third birthday was the occasion of another review. The circulation had now risen to over half a million a day, or more than double the highest expectations of two years before. *The Daily Mail* was able to congratulate itself on this occasion not only on its great sales, but on the effect its competition had on other papers. Old-established dailies had been forced to revolutionise their methods. Some had reduced their price to a halfpenny, the then price of *The Daily Mail*; others had increased their size and improved their contents. All were obliged to follow the example of higher salaries and less irksome hours, already beginning at Carmelite House.

The Embodiment of the Imperial Idea.

On the fourth anniversary another occasion was made for re-statement of *The Daily Mail's* political views.

“People have sought to explain our progress by many reasons. The main cause is that *The Daily Mail* is the embodiment and mouthpiece of the Imperial idea. Those who launched this journal had one definite aim in view. It was, and is, to be the articulate voice of British progress and domination. We believe in England. We know that the advance of the Union Jack means protection for weaker races, justice for the oppressed, liberty for the down-trodden. Our Empire has not yet exhausted itself. Great tasks lie before it, great responsibilities have to be borne.

“It is for the power, the greatness, the supremacy of this Empire that we have stood. In the heart of every Englishman has dawned the consciousness that a still greater destiny awaits us.”

Many of the members of the staff in the first four years of *The Daily Mail's* life are still working for it.

A few names of those active in the early years may be mentioned here. Prominent among them was Mr. Kennedy Jones, known to all the world of Fleet Street and St. Stephen's as “K.J.,” who a few years ago abandoned the Press for Parliament. Mr. E. H. Curtis, now editor of the Northern Edition of *The Daily Mail* and a director of Associated Newspapers, Ltd., came to the paper from the *Portsmouth Evening Mail*, a journal on which Mr. Harmsworth evolved and worked out many of his newspaper plans before *The Daily Mail* began. Mr. Lincoln Springfield, to-day editor and one of the proprietors of *London Opinion*, was the first of a brilliant group of news editors.

Early Members of the Staff.

To Viscount Rothermere is due the organisation of the many wonderful business departments. Mr. Walter J. Evans, the *doyen* of Carmelite House, though more directly responsible for the London *Evening News* has always been one of Lord Northcliffe's trusted critics and advisers.

One of the earliest members of the staff was Robin Goodfellow, the sporting expert (Mr. Quentin Mellish). His signed contributions to the paper are still a prominent feature. Mr. H. W. Wilson, the distinguished naval expert, and one of the most enthusiastic and determined advocates of a strong navy in the days when Little Englanders fought for the reduction of our fleet, joined *The Daily Mail* very shortly after its start. He has been for many years chief leader-writer, but his hand has been and is felt in many other parts of the paper.

Mr. Charles E. Hands, now enjoying a well-deserved pension, came to *The Daily Mail* when it was a few months old, and served it as reporter, departmental editor, war correspondent, special correspondent, and finally as director, until his retirement a few months ago. Mr. Hands won a wide public by his qualities of observation, humour, and felicity of expression. He was, and is, above all, endowed with the supreme gift of friendship. In a lifetime of active work, he did not make an enemy. His fine work in the Boer War—where he was severely wounded—and elsewhere is referred to later on.

George Warrington Steevens was, in the opinion of competent critics, the greatest descriptive writer British journalism has ever known. A City of London schoolboy, and a Balliol scholar, he joined Mr. Henry Cust when he made his brilliant venture in editing the *Pall Mall Gazette*. Mr. Harmsworth observed his gifts and invited him, when Mr. Cust's reign as editor ended, to join the staff of *The Daily Mail*. As a leader writer he was, as he confessed, a failure. The brilliant "Occasional Notes" of the *Pall Mall Gazette* did not suit the atmosphere of the morning railway carriage and breakfast table. But his first series of descriptive articles, "The Land of the Dollar," describing the Bryan election in the United States, won him world-wide reputation. This was followed by other great successes, notably his descriptions of a winter in India, his articles on the New Germany, and his accounts of the invasion of the Sudan, "With Kitchener to Khartoum." These last articles, published like all the others in book form, had a circulation equal to any popular novel of their year.

Mr. Thomas Marlowe.

One other name must be mentioned. Mr. Thomas Marlowe, Anglo-Irish by birth, a Queen's College, Galway, man, and a one-time student at the London Hospital, experienced in the old and new methods of Fleet Street, came into *The Daily Mail* offices in its early years and soon was appointed chief sub-editor. When, at the outbreak of the Boer War, Mr. S. J. Pryor was transferred to Cape Town, Mr. Marlowe took his place. He has remained editor of *The Daily Mail* ever since, and is now also Chairman of Associated Newspapers, the company owning *The Daily Mail*.

Lord Northcliffe wrote, when *The Daily Mail* was twenty years old :

"It would be impossible in this history of *The Daily Mail* to give a list of those who helped me in establishing this newspaper. Editorially, almost from the beginning, the daily responsibility—and the responsibility of issuing so many editions of *The Daily Mail* has indeed been a great one—has been in the hands of Mr. Thomas Marlowe. His grasp of world affairs, his presentation of opinion, his happy sense of variety, you may witness every morning when you open your paper. Widely read, widely travelled, Mr. Marlowe, who has been in the editorial chair longer than any other London morning newspaper editor, has that mixture of English and Irish in him that gives both force and vivacity. You see his work in the paper, but you do not see that part of him which is not in the paper."

II.

In the Boer War.

THE *Daily Mail* played a special part in the Boer War. It had done much during its brief history to educate the British public about the real grievances of our nationals settled in the Transvaal, and had taken its stand by Cecil Rhodes in his days of misfortune, for it recognised in him, despite mistakes, a great patriot and Imperialist.

It prepared to report the war on a scale hitherto unattempted in journalism. An editorial office was opened in Cape Town for organising and directing an army of special correspondents scattered over South Africa, and dealing with their copy before it was transmitted to London. Foremost among the correspondents was G. W. Steevens, now universally recognised as the prince of descriptive writers. Mr. Steevens went to Ladysmith, and was there when the British forces were surrounded by the Boers. News came through in December, 1899, that sickness had broken out in Ladysmith, and a few days later London learnt that G. W. Steevens had a mild attack of enteric fever. On January 8 he was reported convalescent. A fortnight later word arrived that he was dead. He faced death open-eyed, bravely, and simply, as might be expected of him.

George Warrington Steevens's death was a great blow to all. To *The Daily Mail* itself it was an irreparable loss. Writers like Steevens cannot be made by any system of training. Modest, almost shy, alert, amazingly industrious, and true as steel, his scholarly training, genuine humanity, and finished literary style had secured him a place among the great writers of the age. He had often dreamt in his years of travel of settling down quietly at home. It would have been impossible for him to keep himself at ease when England's sons were making their great effort. His was the first death among those who had played their part in the four years' history of *The Daily Mail*.

Statesmen, soldiers, and men of letters all paid their tribute to Steevens's memory. "He was such a clever and able man," said Lord Kitchener. "He was a model correspondent—the best I have known—and I should like to say how deeply grieved I am at his loss." Lord Roberts cabled his regrets at Steevens's death. W. E. Henley wrote his epitaph; Rudyard Kipling contributed to a journal called *The Friend*, started by the correspondents in Bloemfontein, some lines of farewell:

G. W. STEEVENS.

Through war and pestilence, red siege and fire,
Silent and self-contained he drew his breath;
Brave, not for show of courage—his desire
Truth, as he saw it, even to the death.

A Bitter Lesson.

The first duty was to make the nation realise what a serious matter the Boer War was. Critics, military and others, ridiculed the constant declaration of *The Daily Mail* that an army of much more than 100,000 men would be necessary to overcome the Boers. Most people had imagined that the war was to be a kind of glorified picnic; that we were to stroll through to Pretoria, teach the Boers a lesson, and finish the whole matter by Christmas, 1899. In the dark hours towards the end of 1899, when each day brought fresh news of disaster, this paper again emphasised the need of more men, better guns, and better organisation. Our artillery was outranged, our infantry found themselves up against the crack shots of the world, our generals had to deal with opponents whose brains had been stimulated by the keen life of the hunter and the pioneer. The man from the city was confronted by the man whose life had been spent in the saddle. The Englishman, unfortunately, was the man from the city. The early days of the Boer War were a bitter time for England. Later on, looking back at them, we found that we had reason to be thankful for their lessons, for they helped us to prepare in some measure for the greater conflict ahead.

The Daily Mail sought to tell the nation the whole truth about the fighting, and not to gloss over unpleasant facts because they were unpleasant. This, after a time, brought one of the first of many conflicts with "the authorities."

Julian Ralph, one of *The Daily Mail* war correspondents, tried, when describing the Modder River fighting, to show what it meant. The Boers were an invisible foe. Our men never once saw

them, and yet were unable to raise hand or foot without being riddled with bullets. He brought the Magersfontein disaster home to his readers in one pregnant phrase: "Our men fell just as ripe fruit does from a shaken tree." The public were shocked and inclined, as usual, not to believe bad news. But the truth came out eventually, as in 1915, in many ways.

The First Woman War Correspondent.

At Mafeking the paper was represented by Mr. Hellowell, and by the first woman war correspondent, Lady Sarah Wilson. Mr. Hellowell made his way out of Mafeking, but was arrested five miles away by the Boers. He escaped from his captors in the darkness and reached Vryburg, where he was made prisoner and sent to Pretoria. Even though a prisoner, Mr. Hellowell contrived to get messages through from Pretoria, where Mr. Kruger kept him in prison because he considered him dangerous.

In 1915 it was "Shells! Shells! Shells!" that got the paper into trouble. "Guns! More guns! Better guns!" was the note of the paper's vigorous agitation at the beginning of 1900. On January 9 it was announced that the War Office had decided to send twelve new batteries of artillery to South Africa. "They ought to have been sent weeks ago," said *The Daily Mail*. "This inexcusable delay will have to be paid for in men's lives." The authorities winced and began to fear this novel frankness.

The Absent-Minded Beggar Fund.

Anxious to help the families of soldiers sent to the front, *The Daily Mail* opened a subscription. Mr. Kipling wrote "The Absent-Minded Beggar," and gave the £250 he had received for it to the fund. *The Daily Mail* now set itself to use the poem to the full. The right of publication was sold to various other newspapers; Mrs. Beerbohm Tree (Lady Tree) recited it daily at the Palace Theatre, and paid her £100 fee each week over to the fund. Sir Arthur Sullivan was offered 100 guineas to set the poem to music. He promised to do so, but after a little delay begged to be let off because he could not fit music to the words. At last, however, the tune now familiar to all the world came to him. In all, over £100,000 was raised by this fund.

Mr. C. E. Hands Wounded.

Mr. Charles E. Hands reached South Africa in time to join Lord Roberts when he attacked Cronje. After witnessing Lord Roberts' entry into Bloemfontein, Hands went to Kimberley and joined Colonel Mahon's flying column sent to the relief of Mafeking. He was

severely wounded in the thigh at Maretsani during the advance. The news caused widespread regret. Newspapers of every shade of opinion united in their praise of the man and his work, and in their testimony to his great personal popularity. In South Africa regrets reached beyond our own forces. The Boer commander, Wessels, sent an expression of his sympathy. It was told that as Hands lay wounded—in great pain—his friends hurried up to sympathise with him. His only observation was, "Give me a cigarette and I will be happy."

After Mafeking had been relieved, Charles Hands lay in hospital there for a long time. He was successfully operated on, and the bullet extracted. When the correspondent came home, he brought the extracted bullet with him in his waistcoat pocket, and London newspaper men gave him a welcome on his arrival which is remembered to this day.

The Daily Mail War Express.

When the war began the circulation of *The Daily Mail* was over 700,000 a day. Before long it had mounted to over a million, a figure hitherto undreamed of in journalism. This made fresh and expensive arrangements for distribution necessary. *The Daily Mail War Express* was established eight days after war had been declared to enable the paper to reach the Midlands and the North early in the morning. Similar trains were run from Manchester further north, and from London a train was despatched west to Bristol and Plymouth, with other extensions. The popular notion that wars are profitable to newspapers was speedily exploded by the publication of the great cost of this and other ventures.

This led to another great and costly departure, the simultaneous publication of *The Daily Mail* in Manchester. Offices were acquired in Deansgate, machinery for printing was erected, a private wire between London and Manchester was installed, a full editorial staff engaged, and *The Daily Mail* was printed in Manchester, and has been ever since, with all the features precisely the same as in London, and, in addition, all essential northern news. As time has gone on, Manchester has developed into a valuable centre of distribution. The office there is one of the most up-to-date newspaper establishments in the kingdom, and from Manchester *The Daily Mail* is despatched to Ireland, the North of England, and the remotest parts of Scotland.

"The Authorities."

After the British forces reached Pretoria and the regular military

operations of the Boers degenerated into scattered guerilla warfare, the elaborate preparations made for reporting the campaign in the earlier stages were no longer necessary. Several correspondents were, however, sent to cover the fighting. Among them was Edgar Wallace, formerly a soldier in the R.A.M.C., Mr. Wallace had already earned a reputation as a writer. He soon gave evidence in the service of *The Daily Mail* of singular courage and fertility of resource. Some of his work brought *The Daily Mail*, not for the first time, into sharp conflict with the Government. In June, 1901, he and other correspondents cabled that the Boers had shot a lieutenant and a sergeant-major of artillery who were their prisoners at Vlakfontein. Mr. Brodrick (Lord Midleton), then War Secretary, told the House of Commons that Lord Kitchener had made inquiries and ascertained "there was no foundation whatever for the report." Four days later, Lord Kitchener telegraphed that Lieut. Hern had made a statement to the effect that he saw one of the Boers shoot wounded men at Vlakfontein, but, as during the Great War, the Government suppressed this telegram. On July 8, *The Daily Mail* published letters from Mr. Wallace stating that wounded men were murdered. This was confirmed by numerous letters from soldiers. Lord Stanley, for Mr. Brodrick, in the House of Commons, threatened that if the statement of Mr. Wallace was incorrect, he would be most severely punished. An inquiry was promised.

War Office Boycott.

Meanwhile, much further evidence as to Boers killing the British wounded transpired, and Lord Kitchener said that seven men had testified to the accuracy of the assertion. *The Daily Mail* published more important revelations of the campaign, and the Government thereupon foolishly decreed that *The Daily Mail* should be cut off from all War Office news. At the same time its correspondents in South Africa were muzzled. The Government also intimated that the news agencies had been commanded to cease supplying War Office news to *The Daily Mail* under threat of being themselves cut off. *The Daily Mail* returned to the attack, accused the War Office of suppression of facts and prevarication. The Government retorted with further threats of pains and penalties, and formulated the charge that *The Daily Mail* was in the habit of offering pecuniary temptations to War Office clerks for the purpose of obtaining early news. Deprived of official news, other journals at once rallied to the support of the paper and

provided the news nightly, fearing that interference with the freedom of the Press might become general.

The Daily Mail at once emphatically denied the accusation of the Government. "Never yet in its history," it declared, "has any piece of news been published likely to be of assistance to the enemy." The Government spokesman, Mr. Brodrick, was challenged to "express definitely on a public platform, where we could proceed against him for libel, that *The Daily Mail* has purloined public documents." This challenge was the subject of a further discussion in the House of Commons.

House of Commons Support Paper.

The House came to the conclusion that the challenge to Mr. Brodrick was a breach of privilege, but they declined by 222 to 128 to summon the Editor to the Bar of the House. *The Daily Mail's* comment was, "We resent strongly the suggestion which Mr. Brodrick has made that we have held out temptations to officials of small income to betray official secrets. We have never sought this kind of information, and we do not intend to seek it."

The alleged secret documents which *The Daily Mail* was accused of "unpatriotically" publishing were the new scheme of Army reform.

When the final peace negotiations were held between Lord Milner and the Boer delegates at Vereeniging, the greatest pains were taken to keep them secret, and to prevent any word of the progress of the discussions being sent to England. *The Daily Mail*, however, day by day printed dispatches from South Africa telling what had happened. On May 16, 1902, it definitely stated that, as a result of the negotiations, "peace was absolutely assured."

Other papers which had been unable to obtain any information of what was going on were frankly incredulous. Some of them declared that *The Daily Mail* had manufactured the news, because it could not possibly have received it from South Africa. Their only wonder was that it did not concoct a more probable story. "All the pretended revelations which have been given to the world are the veriest guesswork of speculation," said the *Daily Telegraph*. Other papers were not so polite. On June 2—fourteen days after *The Daily Mail* published the news—Mr. Balfour confirmed the statement in Parliament. *The Daily Mail* was first with the news once more.

How *The Daily Mail* achieved its triumph is told in the next chapter.

III.

The Secret of Vereeniging—and Other Great Adventures.

THE *Daily Mail* score over the Treaty of Peace with the Boers was one of the outstanding newspaper triumphs of modern times. It is not surprising that some of its contemporaries refused to believe, until they were forced to believe, that its daily bulletins were authentic. The negotiators on either side were strictly isolated. They had agreed not to give any information to the Press. Military guards prevented any outsider from approaching them. Even if a correspondent found out what was happening, there was no apparent means of conveying the news to England, for a strict military cable censorship was maintained. The people of Pretoria and Johannesburg themselves did not know what was happening. How then was it possible to publish day by day in London an exact statement of the negotiations?

The story was told in part immediately after the signature of the Treaty of Peace was officially announced. It is now possible to add further details. It was seen months ahead that a situation would arise when peace negotiations began such as did arise, and plans were carefully laid accordingly. A secret code for cabling was arranged for *The Daily Mail* Special Correspondent on the spot. He was to cable from Johannesburg to a private address in London messages apparently dealing with gold mining and Stock Exchange transactions. Large numbers of such messages were transmitted from Johannesburg to London every day in the ordinary course of business, and therefore these particular messages would be likely to pass the Censor unsuspected and untouched.

But this was only the beginning. It was necessary for the correspondent to arrange to get the news from the camp. He succeeded in placing his representative—how, cannot even now be told—right in

the camp itself. They could not possibly meet or exchange letters. The watch was much too strict for that. So a system of signals was arranged. When the train carrying the plenipotentiaries from the meeting place to their headquarters passed a given point, one man casually looking out of the window, or standing on the steps, made signals by hand which told the story.

Official Passion for Secrecy.

Had there been any real reason for secrecy, or had secrecy been advantageous for British interests, *The Daily Mail* would not have taken these measures. Every newspaper "kills" much news of great moment, as a matter of course, because it would not be to the national advantage to publish it. But every newspaper, if it is to do its duty by its public, has time after time to fight the official passion for secrecy. Officials, high and low, are often obsessed with the notion of hiding their doings behind a smoke cloud. They forget that they are the servants of the nation, and, except when there are real reasons to the contrary, the nation has the right to know what they, its servants, are doing. In recent years, officialdom, by keeping facts needlessly from the public, has, on various occasions, caused much unnecessary public alarm and distress. Here was an occasion when the facts ought to be told. The authorities said they should not be told until they pleased. *The Daily Mail* determined that they should be told—and told them.

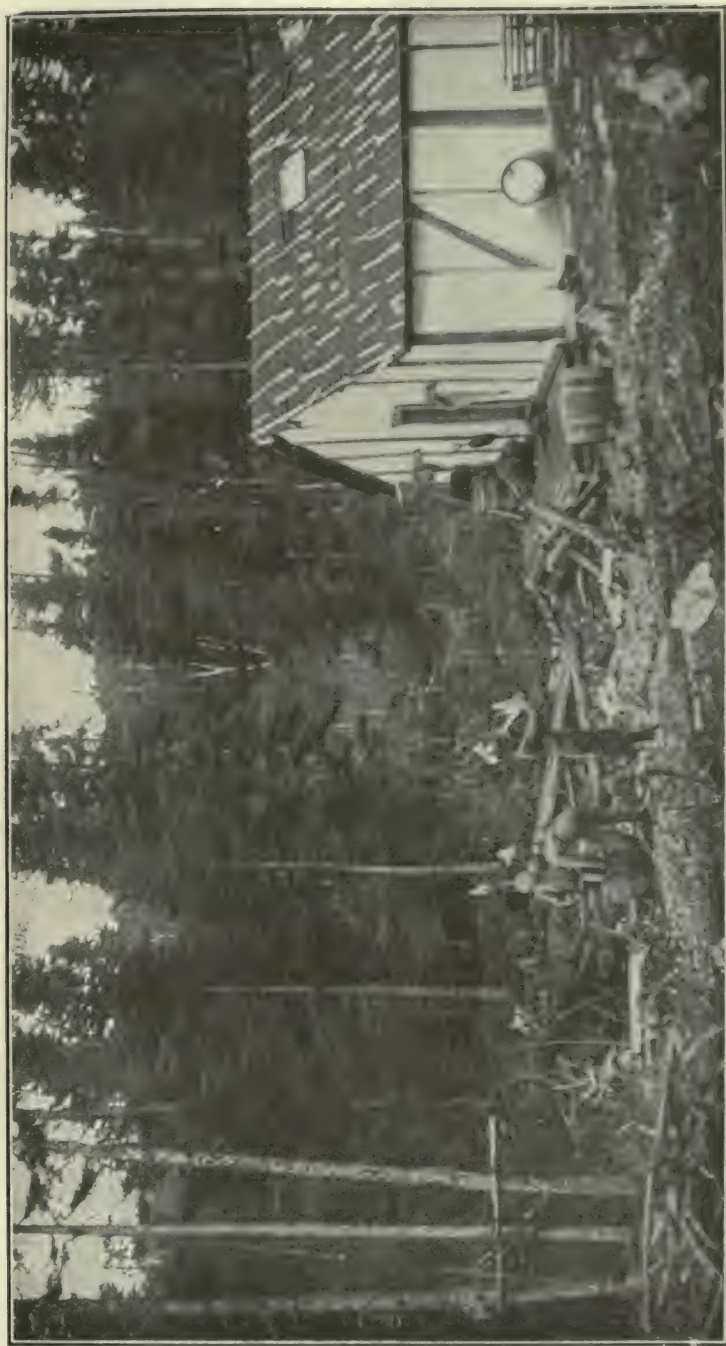
Mr. Stead's Coup.

Mr. W. T. Stead frequently wrote for *The Daily Mail*. His views and those of the paper on many points were diametrically opposed. On others they were in close sympathy. Mr. Stead, like *The Daily Mail*, believed in the supreme necessity for a strong Navy for the defence of our Empire. *The Daily Mail* knew him to be an altogether honest man, and a very brilliant journalist.

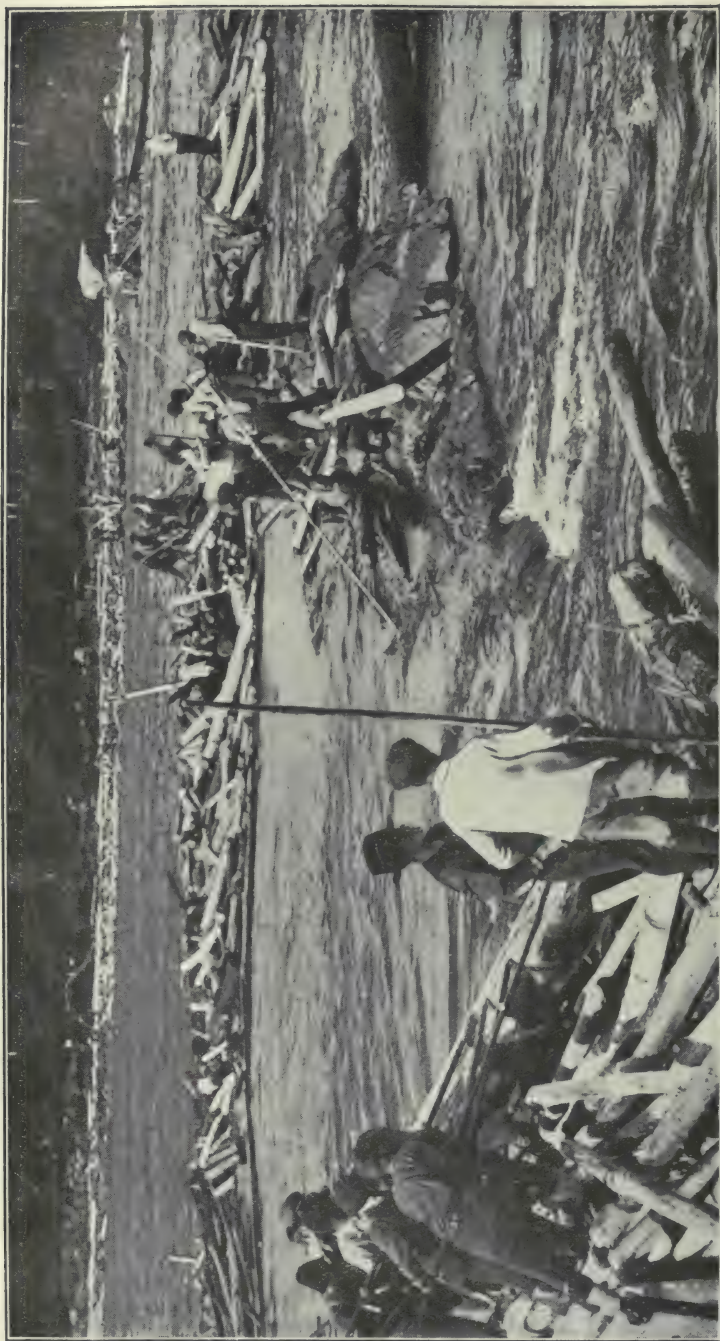
One of his coups was so typical that it is worth describing. When the present King, then Prince of Wales, returned home from his voyage to India, Mr. Stead wrote a long and intimate account of the happenings on the journey, giving the first-hand narratives of the Commander and other officers. Other newspapers had nothing but meagre semi-official details.

The story of how he accomplished this was told some years afterwards by Lord Fisher in his book, "My Memories":

"I have never known the equal of the late W. T. Stead. When he was over 60, he performed a journalistic feat that was wondrous. By King Edward's positive orders, a cordon was arranged round the



A DAILY MAIL LOGGING CAMP IN NEWFOUNDLAND.



A "DRIVE" OF LOGS FOR DAILY MAIL PAPER DOWN THE EXPLOITS RIVER.

battle-cruiser Indomitable, arriving late at night at Cowes with the Prince of Wales on board, to prevent the Press being a nuisance. Stead, in a small boat, dropped down with the tide from ahead, and swarmed up a rope-ladder under the bows, about 30 feet high, and then along a sort of greasy pole, talked to one of the officers, who naturally supposed he couldn't be there without permission, and *The Daily Mail* the next morning had the most perfect digest I have ever read of one of the most wonderful passages ever made."

Jack London's Prize Fight Narrative.

Jack London, the famous novelist, achieved a noteworthy success in 1908. He had been commissioned to report the glove-fight at Sydney between Jack Johnson and Tommy Burns, for the championship of the world. The contest took place on a Saturday, and Jack London, who was at the ring-side, was so prompt in getting the result through to London that his cable arrived five minutes before that of Reuter, with its staff of experts, or any other messages. The difference in time between Sydney and London is ten hours, and the message reached Carmelite House at 2.30 on the Saturday morning. All the morning papers had gone to press, but *The Daily Mail* immediately issued a special edition, and thus added another to the long list of "exclusives" to its credit.

Jack London followed up his initial success by sending a description of the contest, extending to over two columns, which was one of the most vivid word pictures of a great glove fight ever written. It was far and away the best report published in any newspaper.

The Romance of Special Correspondence.

Some of the most romantic stories of newspaper life centre around the work and adventures of the special correspondents, whose business it is to travel the world, observing and recording. These, the most envied of newspaper workers by the world at large, have to be ready to go anywhere at a moment's notice, from the interior of Asia to the Southern Pole. They may be said never to know in the morning where they will be at night. Several of *The Daily Mail* men travel, as a matter of course, about a score of thousand miles a year, and most of it over fresh ground.

A Coup from Warsaw.

In January, 1905, a brilliant dispatch was printed in *The Daily Mail* from Mr. Charles E. Hands, then passing through St. Petersburg, returning from the Russian Front, describing "Bloody Sunday." It was at once realised in *The Daily Mail* office that if

there was fighting in St. Petersburg, there would almost certainly be an outbreak in Warsaw within a week. F. A. McKenzie, who had just returned from Manchuria, was immediately despatched to the Polish capital. He arrived there a few hours before the storm burst. On the Saturday morning the mob had risen against the Russian authorities. Early in the evening the British Consul-General was attacked. Mr. McKenzie's dispatch, which covered several columns, appeared in *The Daily Mail* on Monday morning. It was the only narrative that got through. The circulation of *The Daily Mail* rose by 50,000 that day, and even the newspapers in German cities on the Polish frontier had to reprint *The Daily Mail* account, having none of their own. The great London and New York dailies hastily despatched correspondents from Vienna, Berlin and St. Petersburg, but they did not reach Warsaw till some days after the worst was over. Close observation and deduction had enabled *The Daily Mail* once more to be ahead of all its contemporaries.

Mr. (afterwards Sir William) Maxwell, who was then a *Daily Mail* special correspondent, secured the first news of the death of Muzafer-el-Din, the Shah of Persia. Word came to *The Daily Mail* office that important developments were probable in Persia, and Mr. Maxwell was hastily despatched to Teheran. He out-distanced all competitors and cabled the news of the death, which occurred on January 8, 1907, the same evening in advance of the public announcement in Teheran itself. It appeared exclusively in *The Daily Mail* the following day.

The Shackleton Story.

The famous cable from Sir Ernest Shackleton, on March 24, 1909, telling the story of his South Pole adventures after an absence of nearly two years was one of *The Daily Mail's* greatest coups. The cablegram filled four and a half columns, and was the longest press message ever transmitted from New Zealand.

On Wednesday, September 22, 1909, *The Daily Mail* enabled Mr. Chamberlain, then confined to his home at Highbury, to hear a great Tariff Reform speech delivered by Mr. Balfour in Bingley Hall, Birmingham, the scene of so many of Mr. Chamberlain's own triumphs. An electrophone was installed in the hall. Mr. Chamberlain sat in his study several miles away. With the receivers to his ears the apostle of Tariff Reform listened for two hours to the speeches, the applause, and the comments of a vast audience.

The Wireless Volturno Tragedy.

By the aid of wireless *The Daily Mail* was the first newspaper to

publish a graphic account of the disaster to the liner *Vollurno*, an emigrant ship, which, on October 9, 1913, took fire in mid-Atlantic during a raging gale, and 136 of the 657 persons on board perished. When the *Vollurno* sent out her wireless S.O.S. no fewer than ten other liners in the Atlantic received the call and steamed to her rescue. Among them was the Cunard liner *Carmania*, on board of which were Mr. (afterwards Sir Mayson) Beeton of the Anglo-Newfoundland Development Co., and Mr. C. F. Hart, who was then mechanical manager of *The Daily Mail*. Mr. Hart transmitted to this paper, by wireless, a thrilling account of the terrible scenes, and the brave attempts in the teeth of a raging gale to rescue those on the *Vollurno*. Mr. Hart's first message was received at 9 a.m. on the Saturday morning. It was printed in *The Evening News*, and no other detailed account reached London until the Sunday evening. Mr. Hart also secured some wonderful pictures of the scene with his camera, which were reproduced in *The Daily Mail*.

The mysterious disappearance of Miss Violet Charlesworth at Penmaenmawr in North Wales, in January, 1909, was another instance where *The Daily Mail*, by reason of its original methods of investigation, materially aided in eventually solving what at the time was a nine days' wonder. The story set abroad was that Miss Charlesworth, who had posed as a wealthy heiress, had been hurled from her motor-car over a cliff into the sea, but *The Daily Mail*, by the use of dummy bodies, showed how such a thing was practically impossible.

How Crippen Was Found.

A coup which *The Continental Daily Mail* is fairly entitled to claim is that it was instrumental in bringing about the capture of Dr. Crippen, the notorious Camden Town murderer. After an interview with Inspector Dew of Scotland Yard in July, 1910, Crippen and his typist, Miss Le Neve, suddenly disappeared from London. Meanwhile the headless body of Mrs. Crippen had been found under the floor of the cellar of the house in Hilldrop Crescent, Camden Town, where Crippen had lived. Search was instituted for Crippen, and the continuous publication of special photographs in *The Continental Daily Mail* of the missing couple, together with full descriptions of them, led to the discovery that they had been staying in Antwerp, and had embarked on the steamer *Montrose* for Quebec in the name of Mr. and Master Robinson, Miss Le Neve having assumed male attire.

Captain Kendall, of the *Montrose*, who saw the photographs and descriptions in *The Continental Daily Mail*, came to the conclusion

that his passengers were the wanted pair. He sent a wireless message to his company at Liverpool to that effect. This was at once communicated to the police, and Inspector Dew left in the *Laurentic*, then sailing for Father Point, where, in the guise of a pilot, and accompanied by Canadian police officers, he intercepted the *Montrose* at sea, and arrested the astonished Crippen. *The Daily Mail* meanwhile wirelessly to Captain Kendall for his account of the identification, and in response that officer sent a graphic story of the culprit's daily life on board, and how it came about that he (the captain) had reason to believe that Crippen and his companion answered the descriptions published in *The Continental Daily Mail*. Crippen was executed on November 23, 1910. Miss Le Neve was charged with being an accessory after the fact, and her trial followed that of Crippen. The jury found her not guilty, and she was discharged.

IV.

Early Campaigns and Appeals.

SOME of the earlier campaigns of the newspaper may be cited as showing the consistency of its advocacy of efficiency—Municipal and National.

The Daily Mail found itself in opposition to the London County Council on two issues in 1902-3. A disastrous fire in Queen Victoria Street, in which eight young work-girls lost their lives, revealed the fact that the Fire Brigade was deficient in fire-fighting weapons. *The Daily Mail*, which had four years before called attention to the necessity of improvement in London fire-fighting methods, now urged the County Council to provide the Brigade with motor-engines, hook ladders, longer extension ladders, and other desirable equipment. The advice was deeply resented, but the Fire Brigade to-day has, and has had for some time, every appliance which *The Daily Mail* then recommended it to acquire. Had the advice of the paper been adopted earlier valuable lives would have been saved.

The London Tramways.

Another controversy was over electric traction. The L.C.C. tramways had resolved to adopt the conduit system, and London ratepayers were promised fabulous public profits. *The Daily Mail* pointed out that this system was exceedingly costly, and that new discoveries must be made within a few years providing more efficient systems than any then known. It advised the County Council to install a cheaper method, and repeatedly warned it that its policy might in the end not only rob the ratepayers of substantial gains, but involve a heavy loss. The more efficient system of street traction then forecasted has since come in the motor omnibus. *The Daily Mail's* warning has proved all too true. The payments from the tramways in relief of rates ceased. In the financial year ending March 31, 1920, there was a deficit of £18,814. From April 1 to December 29, 1920, the deficit was

£439,991. Despite higher fares the L.C.C. tramways still show a loss in the first part of 1921.

Anti-Waste.

The Daily Mail had shown considerable interest in the problems of London government, seeking on various occasions to deal with them on non-partisan lines. The extravagance of the Progressive Party compelled it, however, to open a campaign at the end of 1906 against it. The Progressives were in an overwhelming majority, the Council being composed of 83 Progressives, 34 Municipal Reformers, and one Independent. The dominant group had been in power so long that it seemed to imagine that it had an inherent right to office. Great space was given for some weeks before the election on March 2, 1907, to the better government of the Metropolis. *The Daily Mail* advised the electors to vote for the Municipal Reformers. They followed this advice, and the Progressive majority of 49 in the previous Council was turned into a minority of 41, 79 Municipal Reformers being returned against 38 Progressives.

The New Theology.

The paper broke from the accepted traditions of journalism in January, 1907, when it devoted its most prominent columns to a long interview with the Rev. R. J. Campbell, at that time pastor of the City Temple, on the New Theology, including a closely reasoned discussion on the Divine Immanence and the self-manifestation of God. On the Saturday morning that the interview appeared very few people outside of a limited theological circle had heard of Mr. Campbell's new departure. By Sunday the controversy over it had spread from end to end of the kingdom. The New Theology at once became the great topic of the day, not only in the churches but among the general public. Many books and pamphlets were written, and thousands of sermons preached about it. Some theologians severely criticised *The Daily Mail* for allowing Mr. Campbell to formulate his views in its columns, one of them, a famous Hampstead divine, attacking the paper as being responsible for the whole matter.

The Union Jack Club.

In 1907 and the following years the paper appealed for aid for several great causes.

The first of these was the Union Jack Club for soldiers and sailors in the Waterloo Road, London, an institution which proved its value in the Great War. King Edward had expressed a wish that the institution should at its opening be free of debt.

Four days before the inauguration ceremony £10,500 more was wanted, and every usual method of appeal had been exhausted. *The Daily Mail* stated the case to its readers, and by the opening day £16,260 had been subscribed.

In 1908 the British Olympic Council and the nation found themselves in an unpleasant predicament! The picked athletes of the world were coming to London by invitation to compete in the Olympic games at the Stadium, and there was no money for their entertainment! Here, too, every method of appeal for funds had been employed in vain. At least £10,000 was necessary. In the end *The Daily Mail* came to the rescue, and within a few days over £12,000 was raised. In the same way it obtained the funds necessary to equip Dr. Mawson's expedition to the Antarctic, and still more recently money to enable Barry to go to Australia and bring back the sculling championship of the world.

Cab v. Taxicab.

On April 22, 1909, the Earl of Rosebery appealed to *The Daily Mail* to help the horse cabmen of London, deprived of their living by the coming of the taxicab. A "Cabbies' Fund" was opened the next day, £5,000 being asked for. In a very short time over £7,500 was raised, Queen Alexandra graciously subscribing £100. In this case it was necessary to create a special temporary relief organisation to distribute the money. A committee, including the Duke of Rutland, Lord Rosebery, and Lord Lonsdale, supervised the operations. About 500 cabbies were given instruction as motor-drivers, and their families were supported while they were in training; over a thousand other families in acute distress were given substantial relief, and a number of pensions were distributed among the oldest cabbies on the London streets.

Early in 1909 one of the most remarkable appeals ever addressed to a newspaper was made by Lord Esher to *The Daily Mail*. The Territorial Army in London was 11,477 men below strength, and all ordinary means of obtaining recruits had been exhausted. Lord Esher, as Chairman of the County Association, asked *The Daily Mail* to appeal for volunteers. The appeal was published on February 4, and was followed up day after day. The result was immediate, and in one night alone over a thousand were sworn in. On February 6 *The Daily Mail* printed a letter from a reader enclosing £10,000 to assist recruiting, and on February 24 Lord Esher was able to announce:

"We wanted more men; we have now obtained them.

"We owe a debt of gratitude to the proprietors and staff of

The Daily Mail newspaper, who, as citizens of London, have given us invaluable aid," Lord Esher declared.

These are only a few of the great campaigns into which *The Daily Mail* threw itself. At a time when our great manufacturers were inclined to rest upon past successes, it called attention in striking fashion to the growth of American competition, in a series of articles on "The American Invasion." The "American Invasion"—the name coined by *The Daily Mail*—became, within a week or two, a stock phrase, and is now familiar all over the world.

For eight years, Daylight Saving was strongly advocated, until it became law in 1916.

The Daily Mail has done everything to urge reform in the telephone service, exposed the shortcomings of our service, showing how inefficient it is as compared with that in some other countries, and pointing the way to a more effective and economical administration.

The persistent advocacy of *The Daily Mail* secured the installation of the telephone in all the metropolitan police-stations. It showed in the course of a long campaign how London was behind some of the smallest provincial towns, and quoted case after case where thieves had been caught outside London through the use of the telephone by the police.

Insistence at last had its effect, and after many months of urging the authorities gave way. To-day the public can communicate by telephone with any police-station in the metropolis, thanks to the campaign of *The Daily Mail*.

Efficiency, national and individual, public economy, the checking of needless officialism, prudence and prevision have been the aim of *The Daily Mail* in dealing with the affairs of every-day life.

V.

The Transformation of Newfoundland.

THE *Daily Mail* has accomplished many big things in the twenty-five years of its history, but nothing so gigantic as the establishment of a vast paper-making industry in Newfoundland. It has, in co-operation with its allied companies, acquired 3,400 square miles of virgin land and turned a wilderness into a great industrial community. It has built a model city, laid down a railway, and built wharves for its ocean traffic, and it maintains Atlantic steamers which convey its paper and pulp to this country.

The size of its territory in Newfoundland can be understood by examining the map on page 45, which shows what it would cover if it were in England. It would stretch from Broadstairs, in the east, to beyond Marlborough, in the west, and from the borders of Horsham, in the south, to Watford, in the north.

Lord Northcliffe realised early in the history of *The Daily Mail* that it is not satisfactory for a newspaper to be dependent wholly for supplies of raw material upon outside agencies. The chief raw material, newsprint, *i.e.*, the paper upon which newspapers are printed, is made from wood pulp. The newsprint for *The Daily Mail* alone costs over a million pounds a year. The main sources of supply a few years ago were Canada, the United States, and Scandinavia. In all these countries forest areas were, even in 1900, being rapidly denuded, and there was a possibility of a coming shortage which would place newspapers in a very difficult position. This shortage has since been actually felt during the last two years throughout the world, and its resultant high prices are, in 1921, compelling many newspapers to stop publication. Lord Northcliffe and his brother, Lord Rothermere, saw the danger twenty years ago, and set out to guard against it.

Opening up England's Oldest Colony.

Careful surveys and investigations were made in many countries. Finally, a site was chosen at Grand Falls, on the Exploits River, in Newfoundland. The Anglo-Newfoundland Development Company was formed with an authorised capital of £1,400,000, the Associated Newspapers, the Amalgamated Press, *The Daily Mirror*, and the Glasgow *Daily Record* conjointly conducting the enterprise.

Up to this time England's oldest colony had been singularly neglected by British investors. Newfoundland was, even to most English people, little more than a name. The great Atlantic steamship services did not stop at its ports. Its industries were few, mainly connected with fishing. Its population was centered chiefly in the capital, St. John's, and in a few out-ports and fishing centres. The interior was virgin forest.

Newfoundland's Greater Glory.

To-day, Newfoundland is one of the best-known parts of the Empire. The record of the Newfoundland Regiment in the Great War, with its series of heroic sacrifices and wonderful victories, will never be forgotten while the British name endures. The country has become a centre for commercial enterprise. American and British investors, attracted by *The Daily Mail* venture, have launched other big industries there. Trade and public revenue have greatly increased, and the material condition of the people improved. For this increase in trade and prosperity the leading men of Newfoundland are the first to admit that they have *The Daily Mail* largely to thank. The Harmsworth enterprise came like a breath of new life to the land that Cabot discovered and the merchant venturers of Elizabethan days peopled.

The programme planned by Lord Northcliffe and Lord Rothermere was ambitious. It meant the harnessing of great waterfalls then in the wilderness, the building of several acres of steel and concrete mill premises and their equipment with costly and up-to-date machinery, the building of a town at a point far from any other community, and the starting of a great industry.

Pioneers in the Backwoods.

In 1904 a party of pioneers planned out the site of the new town, Grand Falls. Work was rapidly pushed forward. A great concrete dam was built to hold the mighty river, 882 feet long, 25 feet high, 24 feet wide at its base, and 6 feet wide at its top. Wing dams were constructed to direct the river water towards two great circular steel pipes known as "penstocks," each 15 feet in diameter and 2,150 feet long. A power-house was built, hewn out of solid rock

in a great gorge 120 feet below the level of the dam. Eleven steel and concrete buildings, an "acid" tower, 200 feet high, with a water tower with a capacity of 250,000 gallons of water. Other features were a sulphite plant, a paper mill able to turn out over 200 finished tons of paper daily, and a ground-wood mill consuming in its maw vast quantities of timber to turn into mechanical pulp.

Millions of Logs.

"The Exploits River," wrote the late Twells Brex, "is the life fluid of these vast mills. It supplies the immense power for working all the machinery, with a surplus for lighting the town of Grand Falls. Trapped in the basin behind the great dam, the waters flow into the 'penstocks' in a torrent, and revolve turbines and machines that grind into pulp the millions of logs that are hewn by an army of loggers quartered in camps along the shores of lake and river through the winter months. Towed across the great Red Indian Lake by the Company's steamers, these are floated down the great main River of Exploits in the spring into the "booms" at the mills.

"A whole forest tumbles every day into the maw of these mighty mills. The great reaches of the noble river are full of floating logs, and wherever there is a bend, or an eddy, or a whirlpool they jam its surface in a pack; these 'jams' are cleared by the crews of river-drivers, and at every cascade and rapid they leap in the waters in an eternal procession; in the great basin above the dam they lie rafted together in myriads, so closely that the lumbermen can walk on them. The visitor to Grand Falls, indeed, becomes hypnotised after a few days with the impression that spruce logs are as natural and normal a part of the flow of rivers as water itself."

Building a Model Town.

It was necessary to build a town to accommodate the workers. The houses are of different grades, well built, fitted with all modern conveniences. There are many churches, Anglican, Catholic, Presbyterian and others. The Salvation Army has its corps. There are telephones, good hotels, and well-paved roads. Hospital accommodation, excellent schools, recreation-halls, club-houses, shops and stores have all been provided. To-day Grand Falls is a model industrial community with a high standard of health and comfort. The children of its workers are brought up in very favourable conditions.

What the War Did.

By 1910 the mills began to supply *The Daily Mail* and *The Daily Mirror* with paper. Until the outbreak of the War rapid

progress was made. The War caused a temporary set-back. In 1917 the Company's Atlantic steamers were requisitioned by the Government and held by them for two years, so that shipments to England were first greatly reduced and then stopped altogether. When Peace came, Grand Falls got busy once more and has since gone ahead faster than ever.

To-day.

To-day the Anglo-Newfoundland Company owns :

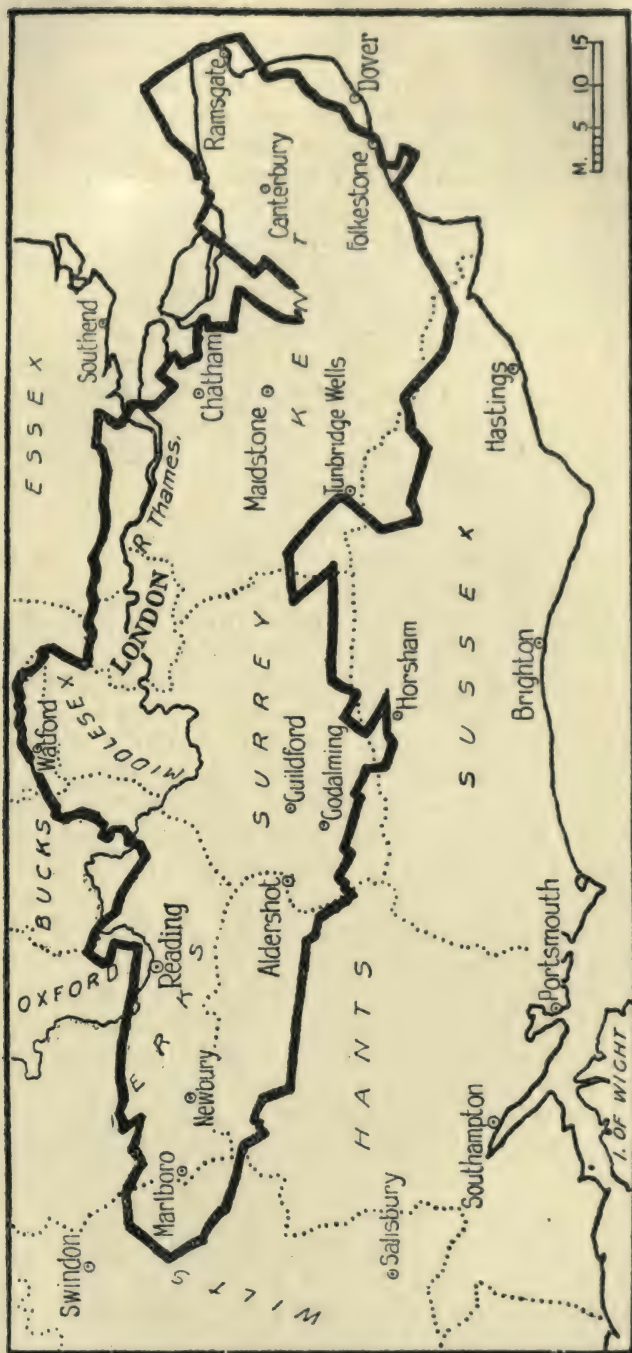
1. Twelve square miles of freehold land at Grand Falls and Millertown, with works, factories, buildings, machinery, dwelling-houses.
2. Three thousand four hundred square miles of leasehold land held under grant for 99 years, the lease over most of it renewable in perpetuity.
3. Twenty-two miles of railway from Grand Falls to the port of Botwood.
4. Wharves at Botwood.
5. Ocean-going steamers carrying paper and wood pulp to England.
6. The town of Grand Falls, with a population of over 3,000.
7. The main part of Millertown on Indian Lake, the headquarters of logging operations.

The mills produce over 50,000 tons of paper a year.

Starting the Great Machines.

The great mills, equipped with the most modern and best machinery in the world, were opened by Lady Williams, the wife of the Governor, in October, 1909. The occasion was notable. A big party had travelled to the new settlement, and, after two days of festivities, the mills were inaugurated with impressive ceremony. There was a dedication by the Bishop of Newfoundland. Then Lady Williams, Lady Northcliffe, and Mrs. Beeton (now Lady Beeton), the wife of the first President of the Company, touched electric buttons which set in motion three of the world's largest paper-making machines. The Governor made a speech, congratulating the working people of Newfoundland on the opportunity which the enterprise afforded to great numbers of men coming as skilled workers, and praised the Company's policy in laying out a model town for its operatives. Sir Edward Morris (now Lord Morris), the Premier, declared that a new industrial era in the Colony's history had begun.

The making of the paper really starts not at the mills of Grand Falls but in the forest where the wood is cut.



IF THE NEWFOUNDLAND PROPERTY WERE IN ENGLAND, HOW FAR THE DAILY MAIL AND DAILY MIRROR FORESTS WOULD EXTEND

Logging in the Lumberlands.

During the winter months 1,500 men go out into the virgin forests cutting timber, working from the various logging camps. About 3,500,000 logs are cut each season. These are carried on sledges to the banks of the river, and in springtime start on their journey to the mills. The work of the loggers, and the "drive" of the logs, show life in its most primitive and robust form. At one stage in the making of *The Daily Mail*, we have the hardy backwoodsmen in the wilderness; at the other, one of the most complex of modern industrial organisations. At one stage, the axe driven home by strong arms; at the other, the most elaborate and most modern machinery. There is a romance behind the motor lorries driving through the streets of London on their way to Carmelite House, bearing the familiar scarlet printed words, "Five miles of Newfoundland paper for *The Daily Mail*."

The Romance of Paper-Making.

The romance of paper-making as seen in the life of the loggers appeals strongly to the visitor.

"In those woods," wrote Sir William Beach Thomas, "the romance of paper-making begins, and the romance appeals as nearly to those who desire the woods for their own sake as to the others who find their romance in the sound of 'the iron axe that hammered the iron heart of the oak,' or in the elemental lives of cheery woodmen. The thing most abhorrent to the woodman and to his science is 'denudation.' He prunes the forest to the end of its better constitution, just as a gardener prunes his fruit-trees. Gardeners cut out boughs to let in light and give freedom of growth to other branches. The woodman, whether he cuts for paper-making or for ship-building, fells trees with as good a motive and as great a precision as the gardener clips twigs and boughs.

"While he cuts for present use his eye is on a distant future, and I must believe that some of the charm of character in the Newfoundland woodman comes from this habit of regard for the days to come. Let no one deny the impressive marvel of an untouched fir forest, but it is melancholy as well as splendid. It is propped by decaying pillars, and beams of dead wood lie aslant or rot among the mosses.

The Woodman's Work

"See such a wood before and behind the march of the woodman, and you will never again think of him as a devastator. He is compelled by his art and his contract to the negative duty of cutting the dead away, just as he is compelled, like the fisherman, to take

out only trees of the greater girth. In the primal fir forest, thin and weak trunks strive vainly, like a child in crowded slums, to achieve robust form in the competition for air and light. The life of these weaklings is saved by the forester, and behind his advance growth begins at a healthy rate new to the forest nursery in its primal days."

There have been many visitors to Grand Falls. One of the most notable was the Duke of Connaught, in July, 1914. He was much impressed by the ideal site of the town and the modern principles on which the workmen were housed.

Home-Life in Grand Falls.

The home-life in the community of Grand Falls was well described by Mr. G. H. Messer, one of a group of six delegates selected by the printers of *The Daily Mail* in London and Manchester to visit Grand Falls in 1920 at the invitation of Lord Northcliffe :

"We noticed with pleasure also that every effort had been made to secure the happiness and comfort of the employees. In the Club House we found billiard-tables, games, books, and all the requisites of club life. It was mentioned to us that an extension of the accommodation there would be welcome in view of the requirements of the rapidly increasing population.

A Kindly and Hospitable Folk.

"Now for a few words about the little town of Grand Falls itself and the community of 2,000 who make up its population. At the outset of our visit we found the people inclined, as we thought, to be a little reserved, but when we knew them better they revealed themselves to us as a very kindly and hospitable folk, and our stay with them has left us with the most pleasant recollections. Although they live in this remote spot, with the tiny railway as their only link with the outer world, they are by no means behind the times, and lack none of the comforts of life as we enjoy them. All the houses are of wood, and are models of comfort and convenience. Whatever other critics may say of wooden houses, we can assure them that we found these homes very pleasant dwelling-places. All are furnished with electric light, and electricity is used for cooking and heating. In place of the shops to which we are accustomed, large stores of the Canadian type serve to provide the people with all that they require for their needs. The intense cold of the winter often makes life difficult for them. Last winter they were frozen up for six weeks, and supplies were running short before the thaw came and enabled the little railway to replenish the depleted stores."

A Proof of Public Confidence.

The Daily Mail paper mills received a very remarkable proof of public confidence last year when a flotation of £800,000 worth of second debentures was offered for subscription. There was such an enormous rush of applications that the banks were overwhelmed. Up to 3 p.m. on the opening day, applications for over £3,000,000 had been received and examined, and an immense number of letters still remained to be dealt with. In the end, the application totalled more than £8,500,000—£800,000 in the first 100 minutes, £4,470,170 in 6 hours 30 minutes, and £2,500,000 by post received too late. There was also a further large amount offered by applicants at the counters of the banks after the list was closed. This was declined without any figures being recorded.



THE TOWN OF GRAND FALLS, NEWFOUNDLAND.

VI.

The Conquest of the Air.

THE *Daily Mail* has always kept open eyes and ears alert for new men and new things. In its first issue it forecasted the future of the motor-car, then generally ridiculed, opposed, and banned by law. It fought consistently for removal of the old absurd restrictions that prevented motor traffic. It recognised aviation long before aviators made their first successful flight, and it did all that it could to support them in their experiments.

When, in November, 1906, M. Santos Dumont raised an aeroplane heavier in weight than the air which it dispersed and steered it on a given course, *The Daily Mail* saw at once the vital importance of his discovery. It hailed the coming of a new era.

The First £10,000 Prize.

To encourage developments, *The Daily Mail* offered a prize of £10,000 to the first person who flew in one day from London to Manchester. "We look with confidence," it declared, "to seeing our offer accepted within the next few months, when the flight of an aeroplane from London to Manchester will convince even the most sceptical, and prove that aviation is an accomplished fact, and that the modern aeronaut has discovered safer appliances than Icarus's waxen wings."

The offer was received in many quarters with scorn. *Punch* led the scoffers, and declared that it had decided to offer three sums of £10,000 each (1) To the first aeronaut who succeeds in flying to Mars and back within a week; (2) To the first person who succeeds in penetrating to the centre of the earth in a fortnight; (3) To the first person who succeeds in swimming from Fishguard to Sandy Hook before the end of the year 1909. Mr. Cadbury sarcastically offered £10,000,000 for a flying machine of any description whatsoever that flew five miles from London and back to the point of departure. "One offer is as safe as the other," his paper wrote.

Despite ridicule, *The Daily Mail* planned other aviation prizes. One hundred pounds for model aeroplanes was won in 1907 by A. V. Roe and W. Howard. In 1908 the world was startled when M. Farman won £100 for a quarter-mile out and return flight. An offer of £1,000 for a cross-Channel flight was won in July, 1909, by M. Bleriot. England was no longer an island. Later in the same year Mr. Moore-Brabazon won £1,000 for a circular mile flight.

The £10,000 offer from London to Manchester, however, remained unclaimed until April, 1910, when M. Paulhan, a French aviator, came to England with the intention of competing, and found an English rival in Mr. C. Grahame-White. The sensational race between these two, and Grahame White's plucky attempt in flying at night—then exceedingly perilous—attracted world-wide attention. M. Paulhan won the race, and *The Daily Mail* presented Mr. Grahame-White with a 100-guinea cup as a consolation prize. Three other *Daily Mail* aviation prizes were won in 1910, the biggest being £1,000 for the best aggregate cross-country flight.

The Flight Round Great Britain.

The world was beginning to regard aviation seriously, and interest was stimulated by the great struggle in July, 1911, for the £10,000 prize for an air race covering 1,010 miles around Great Britain. Thirty-five trained and experienced flyers entered for the competition. Twenty actually started, but three suffered mishaps at the commencement, reducing the number to seventeen. The competitors included Frenchmen like Vedrines, who a year before had been a humble mechanic, and was now world famous, and "André Beaumont" (Lieut. Conneau). We were represented by Cody, Hucks, and Valentine. Weymann, an exceptionally daring American aviator, represented the United States. The route was from Brooklands to Hendon, then northwards, via Newcastle and Edinburgh, to Stirling, across to Glasgow, and down by Carlisle, Manchester, and Bristol to Exeter, and on from Exeter to Salisbury Plain, Brighton, and London.

The race aroused extraordinary interest. Enormous crowds flocked to Hendon, camping out all night in order to be on the ground when the aeroplanes set out northwards. Vedrines took the lead at the beginning, closely followed by Beaumont. Next to them at the end of the first day came the Englishman, Valentine. By Tuesday night, Beaumont and Vedrines had both reached Bristol, Beaumont now leading. The third day's flight reduced itself to a contest between the two Frenchmen. Beaumont won the

race by 1 h. 9 m. 47 secs., having flown 1,010 miles around Britain, through mists, rain, and squalls, and over fells and mountains, in less than 22½ hours in the air, at an average speed of 45 miles an hour. "I was told when I entered for this race that it would be the hardest task I had ever undertaken," said Beaumont afterwards. "I have certainly found it so." "I have lost," said Vedrines pluckily, "but do you think I am discouraged? I should like to start all over again. Long live *The Daily Mail*!" Lord Northcliffe met both men on their arrival and congratulated them. He told Vedrines how everyone appreciated his fine effort, and asked him to accept a second prize of £200. "Three cheers for Vedrines!" cried Lord Northcliffe, and when they had been given, Vedrines turned round, "Three cheers for—for the gentleman," he called.

"Nothing can conceal the fact," *The Daily Mail* commented, "that man has gained a new faculty, a new power, and has added a realm to his sense of triumph. A fresh revolution—the greatest conceivable—in human transit, is upon the world—is, indeed, fast being accomplished." The use of the aeroplane for quick transit in peace, and scouting, bombing, and aerial photography in war, began to be talked about everywhere.

Preparing for Air War.

The impelling motive which forced *The Daily Mail* on in its campaign for aerial developments was Germany. It realised that the day of conflict with Germany was drawing near, and that in the war that was ahead, aerial supremacy would be one of the deciding factors. Germany was awake to this; England was not. *The Daily Mail* heaped prize on prize to improve British airmanship and British aeroplane construction. It offered in 1913 a prize of £5,000 for a flight around Britain in an all-British machine. Mr. H. G. Hawker made a gallant attempt to win it but failed. *The Daily Mail* rewarded him with £1,000.

The Great War, of necessity, caused aerial competitions to be suspended. After peace was restored they were renewed, and in 1919 the most sensational flight of all came in the struggle for the prize of £10,000 offered in 1913 for a trans-Atlantic flight. On Sunday, May 18, Mr. H. G. Hawker and his navigator, Commander Mackenzie Grieve, left St. John's, Newfoundland, in a Sopwith aeroplane in the attempt to cross the Atlantic. The conditions were that the flight should be a direct one, and not in sections by way of the Azores or Greenland, and that there should be a

time limit of 72 hours. This meant that the aeroplane would have to cover 1,880 miles across the Atlantic without a stop.

Hawker's Flight.

Hawker and his companion left Newfoundland and disappeared from view. Nothing was heard of them; no ship sighted them. Day after day the public waited for news, but none came. The public concluded that Hawker had been lost, and great regrets were expressed on all sides. Two people refused to give up hope. One was the editor of *The Daily Mail*, who said that he would refuse to believe the worst until every ship then on the Atlantic had come to port. The other was the brave wife of the airman, who declared all along that her husband would come through. Three days after Hawker had left St. John's, Lord Northcliffe saw Mrs. Hawker and sympathised with her in her suspense. She expressed her firm conviction that there was no need for anxiety.

A Brave Wife.

The Daily Mail announced that if the gallant airmen were lost it would divide £10,000 between their next-of-kin. Thereupon Mrs. Hawker wrote to Lord Northcliffe: "While appreciating this as a very noble offer, I cannot and will not, as you know, believe that my husband is not alive. I am sure that he will soon return to hear of the generosity of *The Daily Mail*, and your personal kindness to me at this time."

A worthy wife of a brave man!

On Sunday, May 25, seven days after Hawker's departure, the Danish tramp steamer *Mary* signalled Lloyd's station at the Butt of Lewis, off the north-west coast of Scotland, "Saved hands, Sopwith aeroplane." The station signalled, "Is it Hawker?" The steamer replied, "Yes." The news was received by the whole nation with relief. The King telegraphed his congratulations. Hawker explained how, when 14½ hours out from Newfoundland, they were forced down owing to the boiling away of all the water in their motor, due to the great heights at which they had to climb to attempt to get above the cloud banks. They had signalled to the *Mary*, which had rescued them with great difficulty. *The Daily Mail* gave Hawker and Grieve a consolation prize of £5,000.

The Greatest of All Flights.

In June, 1919, the prize was won by Captain John Alcock, D.S.O., and Lieut. Arthur Whitten Brown. They flew from Newfoundland in a Vickers' Vimy-Rolls-Royce twin engine, and landed at Clifton in Ireland after a flight of 15 hours 57 minutes. "We have had a terrible voyage," said Captain Alcock. "The wonder is we are here at all."

We scarcely saw the sun, or the moon, or the stars. For hours we saw none of them. The fog was very dense, and at times we had to descend to within 300 feet of the sea. For four hours the machine was covered in a sheet of ice, caused by frozen sleet; at another time the sleet was so dense that my speed indicator did not work."

Both Captain Alcock and Lieut. Whitten Brown were knighted by the King. Their victory was recognised as a great triumph for British airmanship and British machines. Unfortunately, Sir John Alcock did not live long to enjoy his success, being killed soon after in a flying accident in France.

Viscount Northcliffe, whose forecasts of future developments in earlier years had so often come true, now made another forecast in his letter of congratulation to Captain Alcock: "I look forward," he wrote, "with certainty to the time when London morning papers will be selling in New York in the evening, allowing for the difference between British and American time, and *vice versa* in regard to New York evening journals reaching London next day. Then we shall no longer suffer from the danger of garbled quotations due to telegraphic compression. Then, too, the American and British peoples will understand each other better as they are brought into closer daily touch."

THE DAILY MAIL AVIATION PRIZES.

		Winners.
1907	£100 model aeroplane competition	A. V. Roe and W. Howard
1908	£100 quarter-mile out and return flight ..	H. Farman
1909	£1,000 cross-channel flight	M. Bleriot
1909	£1,000 circular mile	J. C. T. Moore- Brabazon
1910	£10,000 London to Manchester flight	M. Paulhan
1910	£100 second cross-channel flight	M. de Lesseps
1910	£1,000 best cross-country aggregate	M. Paulhan
1910	£50 cup Paris to London flight	J. B. Moissant
1911	£10,000 flight round Britain	A. Beaumont
1912	£105 cup Aerial Derby	T. O. M. Sopwith
1913	" " " "	G. Hamel
1914	" " " "	W. L. Brock
1919	£210 " " " "	Capt. G. W. Gathergood
1919	£10,000 transatlantic flight	Sir J. Alcock and Sir A. Whitten Brown

The following consolation prizes were awarded:

1910	£105 cup London to Manchester flight ..	C. Grahame-White
1911	£200 race round Britain	J. Vedrines
1913	£1,000 British machine race round Britain	H. G. Hawker
1919	£5,000 Atlantic flight	H. G. Hawker and Mackenzie Grieve

The Aeroplane for Commercial Use.

The Daily Mail was the first newspaper to use the aeroplane for commercial purposes. Immediately the regulations for civil flying came into operation, it organised an air service for the delivery of the paper by aeroplane to all parts of the country. The new venture excited the keenest public interest, and besides being very successful, provided a number of thrilling incidents. The first journey was from London to Bournemouth, when, notwithstanding the airman ran into a fog and found himself over the sea, he eventually landed at his destination and beat the train by four hours. This was a Nieuport Night-Hawk machine fitted with a 320 h.p. Dragonfly engine, piloted by Mr. Leslie E. Tait-Cox. The distance—ninety miles—was covered in forty-five minutes.

Handley Page bombing biplanes were principally used for the long-distance flights, but instead of dropping bombs parcels of *The Daily Mail* were substituted and dropped *en route* by means of "Guardian Angel" parachutes. For instance, Major Foote made a non-stop flight to Plymouth and back to Bristol, covering the distance of 310 miles in 4 hrs. 37 mins. Parachute parcels of *The Daily Mail* were dropped at Bristol and Exeter. Southampton, Margate, Broadstairs, Ramsgate, Folkestone, and other South Coast towns were served in a similar manner, and despite the early hour the arrival of the aeroplane was always watched for by large crowds. Mr. Sydney Pickles, the Australian airman, piloting a new type Fairey-Rolls-Royce seaplane, made frequent journeys down the Thames and thence to Margate.

VII.

Covering Continental Europe.

THE *Continental Daily Mail* is an enterprise that appeals to the imagination of men who love to attempt big and difficult things. The idea of conveying the contents of a London journal by telegraph and telephone to Paris, and printing them simultaneously with London, was a bold one. Many difficulties, some of them of an international character, stood in the way. Governments had to be re-assured and their goodwill secured. The outlays were of necessity so heavy that no other English newspaper had, or ever has, made the venture. *The Daily Mail* carried it through to success, overcoming the great difficulty of distribution in a dozen different countries.

The paper is to-day, and has been for some years, a real force in Continental affairs. To the very large number of British and American people living or visiting the Continent of Europe, it is a daily message from home. It is circulated from Brussels to Biskra and Cairo, including many places where no other English paper can be obtained. The traveller returning home from India finds the paper giving him the London news of the past day or two waiting for him when he lands at Brindisi or Marseilles or Port Said. The Briton in France has his copy with his morning cup of coffee and rolls, giving him the same news, printed in the same way, as if he were in London. The fullness of the American news appeals to the large American colonies in Europe.

The Most Effective Propaganda.

Britain and British affairs have never been so closely watched by France, Italy, and their neighbours as now. Powerful influences are attempting to distort and misrepresent the British position. *The Continental Daily Mail* accomplishes a most valuable propaganda for England, all the more useful because it does not aim to be propaganda. It simply states the facts as Englishmen know them. It is read by the makers of European public opinion.

During the war the paper was able to do mighty service for England. To-day it is the most widely quoted British journal in the Continental Press.

The Continental Daily Mail was begun in 1905. The first big task was to get the news over to Paris in time to print in the early morning hours. Much of the work of arranging this fell on Sir Andrew Caird, to-day Vice-Chairman of Associated Newspapers Ltd. Cable and telephone services were less available then than now. Some of the news had to be sent over in stereotype by the night train and boat, reaching Paris in the early hours of the morning.

The first Paris offices were in the Rue Montmartre. Later on, larger premises had to be taken in the Rue du Sentier. Mention should be made here of the late Mr. W. L. McAlpin, for many years Paris correspondent of *The Daily Mail*, and probably the most familiar figure of the corps of British correspondents in the French capital. He was closely associated with the fortunes of *The Continental Daily Mail* in its early stages. His sudden death was deeply lamented by all. As more extensive telegraphic and telephonic facilities became available, it was possible to send the whole of the matter required by wire, thus enabling a much more complete paper to be produced. Carmelite House is connected by private telegraph wire with the office in the Rue du Sentier, and there is a staff of rapid shorthand writers ready in Paris to take the copy sent by telephone.

"Get the News Through."

Sometimes the telegraph operator suddenly finds that for half an hour he has been sending his message "into the air"; in other words, the wire has been accidentally disconnected, either at the General Post Office in London or in Paris. Sometimes winter storms uproot trees, which fall on the wires and break them, or heavy falls of snow in Northern France weigh down the wires and render them inoperative.

"Get the news through," is the one motto at such times. An aeroplane may be employed to convey a small package of proofs, blocks, and papers from London to Paris. On one occasion, when communication between the two capitals had hopelessly broken down, messages were telegraphed from London to New York, and from New York were re-transmitted, *via* Brest, to Paris. In other words, *The Daily Mail* sent its news 6,000 miles in order that it should reach its Paris office only some 287 miles distant. Sometimes the news was telephoned from London to Brussels, and from there

passed on to Paris. Anything or everything is done so that the news arrives.

Some War Incidents.

The Continental Daily Mail soon commenced to play a prominent part in the War, and continued to do so until the British and American armies left France. The paper was the daily companion of our men on all parts of the front. A special edition for Americans was printed. Mr. P. A. Goudie became Editor of the *Continental* Edition in 1914, and has occupied that office since.

The circulation during the War was enormous, and many printing machines outside the office had to be commandeered in order to cope with the demand. Neither private wire nor telephone was available, and every bit of news sent from London over the public wire had first to be submitted to the Press Censor at Whitehall.

At one time, when the War front was not too distant from Paris, army motor lorries raced through the country in the early hours of the morning to the Rue du Sentier, and were supplied with many thousands of copies of the paper fresh from the press, for distribution among the troops at the front. Every French urchin behind the lines knew the name, *Daily Mail*, and most of them seemed to sell it. The first British propaganda leaflets sent by aeroplane over the German lines were printed by *The Continental Daily Mail*.

Mr. Shortt Recognises Facts.

It was in *The Continental Daily Mail* that Mr. Lloyd George read the celebrated correspondence between Mr. Asquith and himself which culminated in Mr. Asquith's retirement as Premier. The letters, first published in an American journal, were cabled in full to *The Daily Mail* by Mr. W. F. Bullock, our very live correspondent in New York. The long cable came in sections. All but the vital section reached Carmelite House on a Saturday, through the customary channel of the Press Censor's office.

Sir Andrew Caird was informed that it had been handed to Mr. Shortt, the Home Secretary. Sir Andrew telephoned to the Home Secretary and asked why the delivery of this particular section had been delayed. Mr. Shortt explained that he wished to refer it to the Prime Minister. "I have yet to learn," said Sir Andrew, in his suavest tones, "that there is any regulation in the Defence of the Realm Act which entitles you to retain a cable of this kind, and I must request that the section shall be sent to Carmelite House immediately." Mr. Shortt, evidently realising the position, promised that it should be sent at once—and it was.

Though the hour was late, *The Continental Daily Mail* received it in time for Mr. Lloyd George to read it in full at his breakfast table in Paris. It created a flutter in the dovecotes of Ministers, and the Premier soon despatched over the official wire a statement which was issued in the Press, and published in the Monday morning papers, exonerating himself from all blame in the matter. Of course he wasn't to blame. It was only a fine journalistic achievement which Mr. Bullock and *The Continental Daily Mail* were able to bring off.

The Overseas Daily Mail.

The Continental Daily Mail covers Europe and Northern Africa the *Overseas* edition covers the world. It goes regularly to every land where English-speaking people live. It gives home news and a home letter; just the information that our Empire-builders and their womenfolk are hungering to know.

The Overseas Daily Mail started in 1904. Issued at the minimum price of 7s. a year, post free everywhere, tens of thousands of people find that a subscription to it for their distant friends is a most useful and appreciated form of gift. It ensures fifty-two reminders and greetings each year from home to folk far away.

What the Overseas Club has done.

There has grown out of *The Overseas Daily Mail* a vast organisation of English-speaking people—the Overseas Club with a membership of 25,000. The purpose of this club is to draw British people, living within and without the Empire, together in the bonds of comradeship. It is non-party and non-sectarian. It has done very much to promote great objects of Imperial service, and during the war its members subscribed nearly a million pounds for patriotic purposes. Its success is almost entirely due to the wonderfully efficient manner in which Mr. Evelyn Wrench has carried out Lord Northcliffe's conception of a practical Empire link.

With this money it furnished the Government with a flotilla of 300 aeroplanes and seaplanes; distributed nearly 400,000,000 cigarettes and nearly 5,000,000 packets of tobacco to the men on active service; equipped and financed a Royal Air Force Convalescent Home, and contributed large sums to the Red Cross. It also contemplates erecting as a War Memorial in the heart of the Empire an Overseas Building, an Imperial rendezvous. News of the Overseas Club is given week by week in *The Overseas Daily Mail*.

VIII.

Photography and News.

THE early numbers of *The Daily Mail* were illustrated by line fashion drawings only. The first photographic engravings—three portraits of well-known women of that day—appeared in 1904, and were among the first published pictures made by this process in any daily newspaper of huge sale. Shortly after *The Daily Mail* published a large photographic "block," which took several days to make, of the late Duke of Cambridge, and this was regarded at the time as a triumph of newspaper production.

In the early days, all the line engravings used were made outside the office; it was not long ere the possibilities of the present half-tone process began to be realised and a process engraving equipment was installed in Carmelite House. Half a dozen men sufficed to make the illustrations then; to-day *The Daily Mail* has not only a well-equipped process factory in London, but similar departments in Paris and in Manchester, for the simultaneous reproduction of news pictures. There is now a total picture staff in the three offices of between 70 and 80 people, all engaged in fully illustrating the various editions of the paper with photographs, sketches, cartoons, maps, and diagrams.

Staff photographers in London, Paris, New York, Dublin, and Manchester, with hundreds of photographic correspondents scattered throughout the world, contribute, seven days a week, camera pictures of news happenings from every corner of the globe. Tom Webster, the famous sporting cartoonist, draws humorous cartoons at an incredible speed. He will leave by motor car a big boxing match, say, at 11 p.m., rush to the office with his rough sketches, and in three-quarters of an hour his finished drawing is ready for the process staff to make a line reproduction in well under the hour! "Poy" (P. H. Fearon), the most humorous of political cartoonists, comes along earlier in the day with his John Citizen or his Dilly

and Dally, to make millions of readers laugh all over the United Kingdom and the Continent.

To illustrate hour by hour the cabled and telegraphed news, there is a photographic library containing nearly a quarter of a million filed photographs and sketches, collected from every quarter of the civilised (and uncivilised) globe. *The Daily Mail* has, indeed, a pictorial service the equal of any picture paper in the world.

Pictures—Now and Then.

As a comparison with the early days, when it took nearly a week to produce a really first-rate half-tone engraving for newspaper purposes, it is interesting to point out that to-day *The Daily Mail* is so well equipped with the most up-to-date processes and photographic printing arrangements that it is possible to make a good illustration for reproduction in 19 minutes! A *Daily Mail* photographer can expose a plate in the West End of London, and a reproduction of his picture is ready for the printing press in 35 minutes from the time the shutter of the camera clicked.

The Daily Mail published the first photographs of Captain Scott and his companions at the North Pole; it gave to the world the earliest secured photographs of the Great War, including the first landings of the British troops in France, the first wounded men crossing the Channel, the first pictures (a wonderful series) of the sack of Louvain, and the first photographs (another remarkable set) of the occupation of Belgian territory by the Germans.

The Most Wonderful War Photograph.

The most wonderful photograph of the War was secured by *The Daily Mail*—that of the sinking of the German armoured cruiser *Blücher*, at the battle of the Dogger Bank early in 1915. The picture, taken on a quarter plate by an officer of a destroyer, was published as a full page in the paper on February 18, 1915. The picture was published in practically every form (including postcards, on jig-saw puzzles, and on cigarette cards) throughout the world. The United States newspapers, which, by arrangement with *The Daily Mail*, published the picture, stated at the time that it would probably be unique in the world's history. So far the prophecy has been fulfilled.

Another feat of the photographic department was the simultaneous illustration in the United Kingdom and on the Continent of the finish of the 1920 Derby, when, by employing a combination of aeroplane, fast motor cars, and a specially fitted-up travelling motor dark-room, a large picture of the actual order in which the

horses passed the post on Epsom Downs was printed the next morning in *The Daily Mail* in London, Manchester, and Paris. The visit of the giant British airship R34 to New York was taken advantage of to bring, on its return flight to this country, a collection of *Daily Mail* photographs illustrating the visit of the airship to the United States—the first instance of newspaper pictures crossing the Atlantic in just over three days.

One of the most popular photographs *The Daily Mail* has ever printed was that of the "Laughing Prince," published full-page size after the return of H.R.H. from his tour to Canada and the United States. This photograph was afterwards reproduced and published separately. 13,084 copies were sold, the proceeds being divided between the London Hospital and the Manchester Infirmary. The photograph of the "Laughing Prince" was taken when the Prince of Wales was signing the visitors' book at a club in Halifax, Nova Scotia.

The growing importance of illustration in journalism has led to the rise of a new branch of workers, the press photographers. The staff of skilled photographers at Carmelite House work under an Art Editor, covering great events for pictures in the same way as reporters cover them for the news.

The photographers are as tireless and as enterprising in their search for news pictures as any special correspondent seeking a coup. Men in *The Daily Mail* Art-room have flown over the Alps to obtain mountain pictures, have gone down the crater of Vesuvius, and have engaged in many thrilling adventures in many cities.

Photographers in the Great War.

It was in the early days of the Great War, however, that the news photographers had their fill of excitement. They proceeded before war was declared to various points in Northern France and Belgium. Spy fever was raging then. Correspondents were being excluded, as far as the authorities could exclude them, from the military zones. But the camera men were instantly suspected of being spies, and had some ugly experiences at the hands of angry crowds.

They managed by infinite resource to tread on the heel of Von Klück's army when it approached Ghent, and to reach Furnes, the centre for the Belgian forces after the fall of Antwerp. From these points they ventured out as far as they could go, sometimes persuading soldiers to take them to the front in their armoured cars, sometimes dodging sentries, never knowing when some tired subaltern or suspicious mob would wreak vengeance on them.

British War Regulations.

The British Army made a strict rule against newspaper photographers, every visitor within our lines having to sign an undertaking not to carry a camera. As the war progressed the photographers joined the Army, and were largely employed by the Intelligence Department. One of the best known of *The Daily Mail* operators lost a leg from a bursting shell, while in the front lines picturing fighting ; another served as photographer with the Grand Fleet ; while a third took active part in the aerial photography which played so important a part in the latter operations of the war. It was the boast of the aerial photographers that they could sail over the enemy lines, photograph them, develop their negatives, discover suspicious signs, telephone the exact spots worthy of attention to the gunners, and have fire opened on them in an incredibly brief space of time. They had learned to be quick in the training of the daily paper office, where speed is one of the photographer's essential qualities.

IX.

Scaremongerings !

FROM the beginning *The Daily Mail* recognised the growth of the German peril. Until the outbreak of war in 1914, it never ceased to warn the nation of what lay ahead, or to urge adequate preparation. It despatched a succession of special correspondents to Germany to describe her plans and the temper of her people ; it attempted to arouse the popular mind by publishing a big war novel ; it engaged experts to tell what we must do to be ready. It consistently stood up for a strong Navy, an Army adequate to meet the Germans in the field, and a real Air Force. It exposed German methods of espionage. It refuted the plea that the German Socialists would prevent the Kaiser from making effective war against us. It offered big prizes to encourage aviation. It urged the need of individual self-discipline and national preparation, sacrifice, and organisation. It took its stand by Lord Roberts, and worked in close co-operation with him when the veteran Field-Marshal launched his National Service campaign. The Kaiser's recently published diary gives the principal event of 1896 as the founding of the paper.

A Dangerous Enemy.

The policy met with the bitterest scorn and opposition. Much of this was directly instigated from German sources. The Germans recognised *The Daily Mail* as a dangerous enemy, and tried first to bamboozle and then to break it. They succeeded in neither. Great "statesmen" went out of their way to assure the nation that *The Daily Mail* was wrong and that Germany was our friend. The Pacifists professed to believe that *The Daily Mail* was endeavouring to create a war with Germany. Nothing could have been more false. *The Daily Mail's* one endeavour was to prevent war by ensuring that our country should be so well prepared that Germany would not venture to attack us. There never was a suggestion in its columns that we should attack her. The Pacifists and the Little

Englanders, who unceasingly, in and out of Parliament, fought every attempt to improve our national defences, were the men who made war with Germany inevitable.

Men who agreed in nothing else united in condemning *The Daily Mail* for its warnings. They combed their dictionaries for words of abuse. No name was too bad. "Yellow Journalism," "Un-British," "the Blue Funk School," were favourite terms of derision. An attack by Mr. Harcourt, now Lord Harcourt, while speaking in Lancashire on one occasion is fairly typical of many others. He assured his hearers that there was not "a shade, not a shadow of foundation for these half-craven, half-Chauvinist alarms, which have been turning the Yellow Press white in a single night. . . . Our rivalries are only in trade and education. Of personal animosity there is none between the Rulers, the Governments, or the peoples. And if in either country there is a small class of publicists who, for selfish and unpatriotic ends, desire to set the nations at a variance—we'll, they are the footpads of politics and the enemies of the human race. Keep your heads cool, your Fleet ready, and your tongues civil, and you need not fear the yapping of those pariah curs who foul the kennel in which they live."

"Our German Friends."

"I can assure you," said Sir Alfred Mond, "that the scare-mongers are making us look ridiculous in the eyes of the world; our German friends wonder what is the matter with our nerves."

The abuse of British Pacifists and Party hacks left *The Daily Mail* indifferent. Compared with the language used then, and used to this day, in Germany about *The Daily Mail*, it was mild and innocuous. The Germans have searched the sewers to find terms to express what they would like to do to *The Daily Mail*, its Chief, and its staff. The Northcliffe medal, struck in Berlin in 1916, embodies German hate of its founder. A collection of their most pungent criticisms might be interesting to quote save for the fact that much of it is so worded that no decent British publication could print it. The British critics, short-sighted and mistaken though they were, did not, and could not, sink to such depths.

The first of the special correspondents sent to Germany was Mr. Gilbert Burgess who, in August, 1896, prophetically described the Kaiser by a quotation from George Meredith's "The Egoist": "Through very love of self, himself he slew."

In the summer of 1897, Mr. G. W. Steevens visited Germany and wrote a series of sixteen articles, "Under the Iron Heel," which helped to bring home to the British people, as never before, the



(Glessford, New York.)

Sir ANDREW CAIRD, K.B.E.
(Vice Chairman of Associated Newspapers, Ltd.)



(E. W. J. Payne.)

Sir G. A. SUTTON, Bart.



(Russell.)

Sir CAMPBELL STUART, K.B.E.



(Lafayette.)

Mr. W. J. EVANS.



(Elliott & Fry.)

Mr. WAREHAM SMITH.



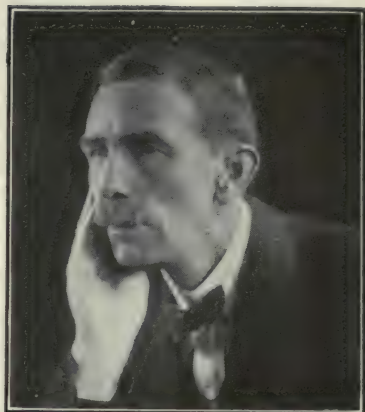
(Pirie Macdonald.)

Mr. POMEROY BURTON.

Directors of Associated Newspapers, Ltd.



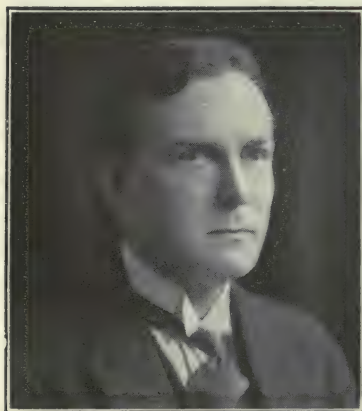
(E. O. Hoppé.)
Mr. F. E. M. BUSSY.



(E. O. Hoppé.)
Mr. C. I. BEATTIE.



(Lafayette.)
Mr. E. H. CURTIS.



(E. O. Hoppé.)
Mr. W. G. FISH, C.B.E.



(Arbuthnot.)
Mr. BERNARD FALK.

Directors of Associated Newspapers, Ltd.

realities of the stern discipline, strenuous preparation, and iron law of might by which the new Germany was being created. He warned England of the peril ahead. "Germany will keep her hands free to deal with us. Let us make no mistake about it. It is natural to deplore the unfriendship of the two nations, but it is idle to ignore it. Hostility to England is the mission of young Germany. It is idle to ignore it, but we need be neither furious nor panic-stricken. It is as much Germany's right to seek after the good things of the earth as it is ours. It is proper that we should be plain with ourselves and admit that for the time Germany is our chiefest rival in all fields. We can be competitors without being enemies. Only in the honest effort to avoid enmity we need not cease to compete. Be very sure, at least, that methodical, patient, unresting Germany will make no such mistake. So, for the next ten years, fix your eyes very hard on Germany."

"To-morrow—World-Wide Conflict."

"This is our hour of preparation," said *The Daily Mail* in 1900, "to-morrow may be the day of world-wide conflict." It warned its readers later in the same year: "Germany will go slowly and surely, she is not in a hurry; her preparations are quietly and systematically made; it is no part of her object to cause general alarm which might be fatal to her designs."

Mr. Winston Churchill contributed, in 1901, an article to the paper, maintaining that all possible national funds should be allocated to the Navy, and that we should reduce the Army expenditure to a minimum. *The Daily Mail*, following its usual course with contributors from whom it differs, printed Mr. Churchill's arguments in full, but combated them in its editorial columns. "England must remember a fact with which Mr. Churchill does not deal—that the Navy is a purely defensive force and cannot end the war. We must be able to strike as well as to ward off blows, unless in the contests which the future may force upon us we are content to see hostilities languish on for an indefinite period."

Here was a warning in 1903: "It is all important for the Cabinet to recognise that Germany cannot be counted as a friend, but as a secret and insidious enemy. The nation will do well to insist that certain precautions, which should have been taken long ago, should now be adopted without further delay. A naval base on the East Coast, and a standing squadron in the North Sea, have become essential to British interests. It should not be forgotten that Germany openly aspires to command and to control these, our home waters."

Five thousand Abusive Letters in a Week.

The growing danger induced *The Daily Mail* in 1904, more than ten years before the outbreak of war, to take its stand for Compulsory Service. The proposal was regarded with amazement and aroused fierce abuse. More than 5,000 abusive and threatening letters were addressed to Lord Northcliffe in a single week. Not merely Pacifists and Little Englanders, but the overwhelming majority of commercial men and of the working classes were opposed to it. *The Daily Mail* warned the nation that world conditions were changing, and that it must be ready to make sacrifices to maintain its own.

"Can a half-armed people survive where the whole of the rest of the world is trained to arms?" it asked on May 29, 1904. "Sir R. Giffen has pointed to the growth of these immense foreign armies as introducing altogether new problems into British life, while all the omens point to the probability that Britain's position will be challenged in the near future. We may trust much to a watchful and conciliatory diplomacy to secure our safety. But, after all, as Napoleon said, diplomacy without armed force behind it is like music without instruments."

Some More Warnings.

A few quotations culled from the issues between 1904 and 1908 are worth giving :

There can be no doubt that Germany is arming herself with patience, calculating and laborious perseverance, for the day when she shall at last feel ready to throw down the gauntlet in the face of England. Germany is of those that look, meditate, and prepare before they leap, in order that they need have to leap only once. (July 12, 1904.)

As the German threats are directed in equal parts against France and against England, there is every reason why the two Powers menaced should put their heads together. Neither of them entertains any hostile purpose against Germany, for whatever may be written or said in either country, the idea of a deliberate war with Germany has never crossed the brain of any responsible Englishman. The German Press, however, has striven to convey to Frenchmen the impression that England is anxious to use France as a weapon against Germany, and to sacrifice France in the process. The suggestion is absurd, as what this country seeks is not a great and terrible war, but a prolonged and honourable peace. (July 11, 1905.)

War is a horrible and dreadful thing for everybody, and the only way for England not to have war with Germany is for England to get ready. Civility is a beautiful idea, but when a man is getting

ready to knife you, the best way to bring him to a brotherly frame of mind is to show him that you know what he is up to, and that you are fully prepared for him. Never mind the English people who say there is no danger of Prussia precipitating Germany upon us. There is danger. And every Englishman who lives in Germany knows that there is danger. (July 13, 1906.)

All the fine words in the world cannot disguise the fact that the naval competition between England and Germany is intense, and that Germany is now building a great fleet with the express object of meeting the British Navy at sea. (April 24, 1907.)

By the year 1908 the German menace was looming larger. A fight was begun by a group of Liberal and Labour Members of Parliament, led by Sir John Brunner, Sir W. J. Collins, and Mr. Murray Macdonald, to cut down the expenditure of the Navy. Sir John Brunner was particularly active. "Where is the danger that now confronts us?" he demanded. The Kaiser took the extraordinary step of sending a letter to Lord Tweedmouth, First Lord of the Admiralty, for the purpose of influencing British naval policy. *The Daily Mail* fought the Little Navy party hard.

Mr. Blatchford's Thunderbolt.

Special anger was aroused in 1909 by the enlistment of Mr. Robert Blatchford, the well-known Socialist editor, to describe in detail the German Peril. Mr. Blatchford, like another famous Socialist, Mr. Hyndman, had already stated publicly his conviction that Germany was preparing to attack England, and that war would be forced upon us because Germany believed that we were not prepared for war. He visited Germany at the request of *The Daily Mail* and wrote a series of articles dealing with the menace.

"I write these articles," he began, "because I believe that Germany is deliberately preparing to destroy the British Empire, and because I know that we are not able or ready to defend ourselves against a sudden and formidable attack. I write from a sense of duty, and from a conviction that the destruction of the British Empire would be a misfortune for Europe, and a blow to civilisation throughout the world.

"I take this course against my own interests, and against the feeling of most of my political and many of my private friends. I write in *The Daily Mail* in the hope of arousing the public from the fatal apathy and complacent optimism which blind them to the greatest peril the nation has ever been called upon to face."

Mr. Blatchford's warnings caused a great sensation. They were reprinted in pamphlet form, and widely circulated all over the

country. He followed them up in the following year with three more letters, showing that the danger was even then greater than it was the year before. He emphasised that "in spite of the efforts made by distinguished officers and statesmen to arouse the public to a sense of the national peril, the majority of our people are still ignorant, or apathetic, or mistaken." This drew a reply from Mr. McKenna, then First Lord of the Admiralty, who openly scoffed at the attempts "to make your blood creep with horrible imaginings as to the designs of a great friendly foreign Power."

"Deliberately to rake the fires of hell for votes as these people are doing," wrote the *Manchester Guardian*, "is an act of political depravity that no party extremity can excuse. Can these people really believe all that they pretend to believe about Germany?" Mr. Blatchford's answer to a similar remark about votes applies here. "Votes! Votes! What has the danger of the Empire to do with votes? I wrote these articles for men and women, not for votes."

Sea Law Made in Germany.

A great campaign was opened in the paper in 1911 against the Ratification of the Declaration of London. This Declaration, a code of Sea Laws for the conduct of naval war, had been drawn up by representatives of the different great Powers in such a way as to limit the activities of the British Navy in time of war, and prevent us from making full use of our sea strength. "Sea Law made in Germany," was *The Daily Mail* name for it, and day after day it strove to show the public what the Declaration would mean for us, and to prevent its ratification by Parliament. Finally *The Daily Mail* set itself to bring together the different organisations, such as the Imperial Maritime League, and the various Chambers of Commerce, which had been working along the same lines as itself. These were persuaded to meet on a common platform. Lord Desborough induced Mr. Balfour, who declared that he knew nothing of the subject, to go into it very closely with Mr. T. Gibson Bowles. Mr. Balfour spent the whole of one Saturday reading up everything in favour of the Declaration, and on the Sunday he threshed out the other side of the question with Mr. Bowles. As a result, he became convinced that the Declaration should not be ratified. On the Tuesday he attended a great meeting at the Cannon Street Hotel, which *The Daily Mail* had organised, and made a magnificent speech against the proposed new Sea Law. Two days later he spoke to the same effect in the House of Commons, to such purpose that the Naval Prize Bill—the measure on which the British ratification depended, was rejected by the Commons.

Helping Lord Roberts' Crusade.

The paper found itself in hearty sympathy with Lord Roberts in his appeal for National Service. The veteran Field Marshal moved a resolution in the House of Lords in the spring of 1911, expressing grave and growing concern over our inadequate military arrangements for national and Imperial defence. Our regular forces had been reduced, and our Territorials were 50,000 below the minimum strength fixed by Lord Haldane himself, when he created that body. Lord Roberts followed up his House of Lords speech by a sustained campaign throughout the country, right up to the opening of the Great War, mostly addressing half empty halls, urging the nation with all the weight of his vast experience to prepare itself for the great peril ahead. The "Ditto" Party Press sneered at him. High members of the Government declared that there was no danger. Lord Haldane, with amazing condescension, dismissed him as an amateur.

The Daily Mail at once took its stand by Lord Roberts' side, and did everything it could to make England listen. Had the country followed the great soldier's counsel, there might possibly have been no European war.

No Jingo Campaign.

Throughout all this struggle to awaken the country, *The Daily Mail* continued to insist that it was engaged in no Jingo campaign against the Kaiser and his people. It did not wish to stir up strife. "None in this country entertains ill-feeling towards Germany," it declared in 1912. "It is clear that England has no imaginable motive for attacking Germany. She is only anxious to guard herself against an attack which is almost daily canvassed in the German Press."

As the months went on it became evident that the German menace was taking yet another form. In addition to her great war fleet, Germany was building airships and aeroplanes for war purposes on a large scale. With the coming of aviation British insularity ceased. Our people were to learn this to their cost before many years. All that could be done in the time that remained was to stimulate national and private production of airships and aeroplanes, and the training of airmen. *The Daily Mail* did this—as is described in an earlier chapter—to the utmost of its power.

While *The Daily Mail* was offending a large section of its public, and testing the patience of many even of its warmest friends, by its reiterated warnings, most newspapers were taking a directly opposite

line. They ridiculed the "German bogey," and poured abuse upon those who sought to make ready. "The Yellow journals seem to thirst for blood," declared the Cadbury *Daily News* in 1908. "There will be no war with Germany." The *Daily News* maintained this belief right up to the end, and on the very day that war was declared advised the nation not to go to the help of its Allies.

"If we remained neutral we should be, from the commercial point of view, in precisely the same position as the United States. We should be able to trade with all the belligerents (so far as the war allows of trade with them); we should be able to capture the bulk of their trade in neutral markets; we should keep our expenditure down; we should keep out of debt; we should have healthy finances."

Captain Scott's Desire.

One Sunday afternoon in 1910, just before Captain Scott left England on his last expedition to the South Pole, he called at Carmelite House to see the Editor of *The Daily Mail*.

"I want to ask you a question," said he, "which I think you can answer. When will the war with Germany begin?"

The Editor was unwilling to prophesy, but the explorer pressed the question very earnestly.

"I can only tell you," replied the Editor at length, "that the best informed opinion is that in the summer of 1914 Germany will be ready to strike—and will probably do so."

"The summer of 1914," repeated Scott thoughtfully. "Good! I shall be entitled to command a cruiser of the Invincible class when I come back. The summer of 1914 will suit me very well."

But when 1914 dawned, Robert Scott was lying under the ice in his Antarctic grave.

X.

The Daily Mail in the Great War.

THE hour war with Germany was declared *The Daily Mail* swept everything else aside to help in the struggle. Immediately after the outbreak of hostilities, a large number of its staff in every department joined the fighting ranks. Others followed, until before long every man of military age who was physically fit, or who could possibly induce the medical authorities to believe that he was physically fit, had enlisted in one branch or another of the King's service. Ample provision was immediately made for the dependents of these men. The amount paid by *The Daily Mail* and its associated newspapers as war allowance to the wives, families, and dependents of its staff was £84,127 17s. 11d.

Every resource of the journal was placed at the service of the authorities, and the various correspondents and agencies of *The Daily Mail* all over the world were able to accomplish much valuable work in counteracting German espionage and propaganda. Most of this work was of a confidential nature, and cannot be described even to-day.

The appointment of Lord Kitchener as Secretary for War was at once urged, in order that his prestige, experience, and authority should be given full scope. For the first six months *The Daily Mail* refrained from criticism. Then the situation reached a pass where further silence would have been criminal. As the nation now knows, our guns were short of shells, and what shells they had were of the wrong kind. The Germans had apparently an almost unlimited supply of high explosives. We had shrapnel—wholly unsuited for trench warfare—and only small supplies of it. Our guns were rationed, often to two or three shells per gun per day. We paid in lives for the lack of munitions.

Ministers of the Crown made optimistic and soothing speeches. Mr. Asquith, speaking at Newcastle on April 20, 1915, denied in his notorious "shell lie" speech emphatically that there was any shortage.

"I saw a statement the other day," he said, "that the operations, not only of our Army but of our Allies, were being crippled, or, at any rate, hampered, by our failure to provide the necessary ammunition. There is not a word of truth in that statement, which is the more mischievous because, if it were believed, it is calculated to dishearten our troops, to discourage our Allies, and to stimulate the hopes and the activities of our enemies."

He denied with equal emphasis that there had been anything in the nature of general slackness in the manufacture of munitions by either employers or employed. Mr. Asquith has since explained that before his speech he had made the most careful inquiry of Lord Kitchener, and spoke on his authority. But the statement was untrue. Every soldier at the front knew that it was untrue. Lord Northcliffe was constantly at the various fronts, and was shocked and grieved at the appalling losses in our defenceless ranks.

The Tragedy of the Shells.

The Daily Mail began what it well knew was the hardest and most unpopular campaign it has ever initiated. It set out to open the eyes of the nation to the real condition of things at the front and at home, and to make people realise the necessity of greater preparation, greater sacrifice, and more careful organisation. This campaign once more caused it to be charged with lack of patriotism. Nothing but the most sincere patriotism would, as all the world now sees, have induced any journal at that time to have taken such a line.

The campaign reached its climax in a leading article, "The Tragedy of the Shells," printed on May 21, 1915. The essence of that article was found in one sentence: "Lord Kitchener has starved the army in France of high explosive shells."

"The admitted fact is," the article continued, "that Lord Kitchener *ordered the wrong kind of shell*—the same kind of shell which he used largely against the Boers in 1900. He persisted in sending shrapnel—a useless weapon in trench warfare. He was warned repeatedly that the kind of shell required was a violently explosive bomb which would dynamite its way through the German trenches and entanglements, and enable our brave men to advance in safety. The kind of shell our poor soldiers have had has caused the death of thousands of them. Incidentally, it has brought about a Cabinet crisis, and the formation of what we hope is going to be a National Government."

It seemed at first as though the article had defeated itself. Lord Kitchener was at that time the popular idol. The attack upon

him aroused a furious storm of indignation all over the country. Lord Northcliffe's life was repeatedly threatened. The Government was urged to arrest him, send him to the Tower, and shoot him. Efforts were made to bring crowds together to attack *The Daily Mail* offices. The paper was publicly burned at the London Stock Exchange, and in many other places, and a resolution passed at a demonstration of stockbrokers, expressing confidence in Lord Kitchener and indignation against the "venomous attacks" on him. A large section of the meeting pledged itself never to read the paper again. On the plate of the City office in Throgmorton Street a placard was posted bearing the words, "The allies of the Huns." At the Baltic Exchange the members passed a resolution condemning the attack on Lord Kitchener, and newspapers of every kind all over the country joined in and egged on the public outcry. The circulation of the paper fell, for a brief period, a hundred thousand copies a day. Many advertisers withdrew their announcements. Of these the majority have frankly explained that they were wrong—that they did not know the terrible truth.

The Daily Mail stuck to its guns. It repeated its charges day after day,

Mr. Lloyd George's Admission.

"There is something wrong with the War," was the note of the campaign. Despite all abuse, it bore fruit. On May 26 the Government announced the creation of a Ministry of Munitions. Mr. Lloyd George, who up to this time had been Chancellor of the Exchequer, left that high office to take charge of the new Ministry. He launched a great effort to arouse the workers of the nation to the urgency of the shell problem. "We are short of shells," he told an audience at Cardiff early in June. "Yes, that is a fact." Men returning from the front added their testimony. The wounded men in our hospitals spread the truth. There came a complete reaction in public opinion.

Enlistment was proceeding on the wrong lines. After the magnificent response to the first appeal for men, recruiting sagged. Young boys and old men were induced by all manner of emotional appeals to offer their services. Married men with families came forward while large numbers of single young men, physically fit and able to be spared, refused to join up. *The Daily Mail* raised the cry of "Single men first." It declined to publish Lord Kitchener's advertisement asking for men over forty to become soldiers, because it did not consider it right for men over forty to be called upon until

younger men had joined. Once again it was threatened with prosecution.

"Single Men First."

The paper urged, and continued to urge, action against able-bodied young "slackers." It demanded Conscription as the only rational way of dealing with the insistent necessity for more men. Preparations were made to conduct a big propaganda in the country, when word came that the Government had a scheme maturing which would do much to meet the situation. Lord Derby's scheme followed, and *The Daily Mail*, while declaring that it did not consider the scheme adequate, yet supported it in place of something better, all the more because it emphasised the policy for which the paper had all along fought—"Single Men First." It is now an old story how, despite every effort, the Derby scheme failed to obtain the necessary number of single men, and how Conscription followed. Had it come at first, the war would have been shortened by at least a year.

Realising that the war was a national and not a party issue, *The Daily Mail* pleaded for and urged the formation of a Coalition Government. When it became evident that the Coalition Government, under Mr. Asquith, was not proving an effective organisation for the supreme conduct of the war, *The Daily Mail* aided the supersession of Mr. Asquith by Mr. Lloyd George as Premier, and the reconstruction of the Cabinet. Here, as in all its actions during the war, it put politics before persons. The one thing necessary was to secure victory over Germany. Mr. Lloyd George had revealed by his work in the Ministry of Munitions and elsewhere qualities of leadership which promised more vigorous and successful co-ordination of the national forces, and *The Daily Mail* gave him its independent and whole hearted support. When at the close of the war, Mr. Lloyd George adopted a line of policy which seemed less in accord with our national interests, *The Daily Mail* opposed him. The paper is more interested in Policies than in Persons.

Newspapers' Legitimate Work.

During the first few months of the war, correspondents were not allowed to accompany our armies, and the Press was rigidly censored. *The Daily Mail*, while co-operating with the authorities in preventing the circulation of any news which might possibly help the enemy, held that the Press had a legitimate field for criticism and investigation, which in the national interests should be maintained. It refused to be made a mere mouthpiece for the expression of the point of view of the authorities. Time after time this

independence caused a friction between it and the official Press Bureau. Ministers and Government departments, as always, desired that the newspapers should merely echo their views, and should refrain from independent criticism. The fight for a free Press had the support of many great soldiers and leaders of the Allies, who realised that a gramophone Press, repeating to order the half-truths of the powers-that-be, would quickly become useless, because the public would eventually realise that they were being tricked by it.

War Couriers.

At the very outbreak of hostilities *The Daily Mail*, recognising that this would be a "courier war" and that, in the prevailing European chaos, no reliance could be placed on the ordinary channels of communication, organised a complete service of special messengers between Carmelite House and France, Belgium, and Holland.

One regular feature which proved of the greatest use in keeping the British public informed of the real temper and purpose of Germany was a daily column, "Germany Day by Day"—a review of the German Press, prepared by our former Berlin correspondent, Mr. F. W. Wile. *The Daily Mail* arranged special plans for obtaining an adequate supply of German newspapers at a time when even high authorities in this country could not secure them. Mr. Wile's intimate knowledge of German life enabled him to show, day by day, what the German people were thinking and saying.

Lord Northcliffe at the Fighting Fronts.

Lord Northcliffe contributed at different times a number of personal descriptions of fighting and life at the front with the French, British, Belgian, Italian, and American armies. These were subsequently reprinted in volume form under the title "At the War." Some of the most vital and most widely discussed editorial matter in the paper during the war was written by him.

A number of special correspondents were sent to every field of the war. Several notable news successes were made by careful and intelligent study of the official *communiqués*. These frequently revealed, by chance mention, important and hitherto unrecorded developments.

Mr. Valentine Williams.

Mr. Valentine Williams, after organising the war services in London, was the first authorised correspondent who joined Sir John French at the British Headquarters in France. He had already seen much service abroad. For three years he was Paris

correspondent of *The Daily Mail*, and went on special missions for the paper to Germany, Austria, Russia, the Balkans, Italy, Spain, and Portugal. He represented *The Daily Mail* during the Revolution in Portugal in 1910, and as war correspondent of *The Daily Mail* was attached to the 1st Serbian Army during the second Balkan War.

He wrote the famous and historic account of the battle at Neuve Chapelle, which *The Daily Mail*, believing that it was of more importance to inform the nation of what was happening than to secure any great coup for itself, placed at the service of its contemporaries for simultaneous publication. Mr. Williams received a commission in the Irish Guards in December, 1915, was wounded in action, and decorated for conspicuous gallantry. At the close of the war he rejoined *The Daily Mail*, becoming Foreign Editor. He was succeeded as *The Daily Mail* correspondent at General Headquarters by Mr. (afterwards Sir William) Beach Thomas, whose long and brilliant work there was widely appreciated.

Sir William Beach Thomas :

Sir William Beach Thomas has won two distinct reputations as a writer—first, as a singularly acute, sympathetic, and informative student of rural life in all its phases, from birds and flowers to the most modern economic development of the farm and small holding ; secondly, as a War Correspondent. He was a Shrewsbury boy and a scholar of Christ Church, Oxford. Even then he was noted among his fellows as an animal lover, a man whose rooms were always full of strange pets, and whose mind was stored with animal lore. He was a famous runner and president of the O.U.A.C.

He became a teacher at Bradfield under Dr. Gray. Fourteen years ago he joined the staff of *The Daily Mail*. At first he wrote mainly on Nature. Then he took up the cause of the small holder, advocated French intensive culture, and carried out the organisation and equipment of *The Daily Mail* farm. His "Summer Diary" is a feature of the paper. Gradually he extended his field. The beauty and charm of his writing, the allusiveness of his style, and his powers of observation all found adequate scope in his war work. Every British soldier at the front knew Beach Thomas. At the close of the war he was one of the five correspondents chosen for the honour of Knighthood for their work with our Army in France.

Mr. Ward Price :

Mr. Ward Price joined the staff of *The Daily Mail* temporarily as a reporter during the Long Vacation in 1908, while still a Cambridge

undergraduate. He became a permanent member of the staff in 1909, and had wide experience on the Continent as resident and travelling correspondent at different centres, prior to the Great War, being made chief Paris Correspondent in 1913. He was with the Turkish Army in the Balkan War of 1912, and got the first eye-witness's description through to London of the Battle of Lule-Bourgas. He was with the French Army at the Battle of the Marne, then with the Belgian Army on the Yser, and at the Dardanelles. He was appointed official War Correspondent for the whole of the London Press at the Dardanelles and in Salonica, in September, 1915. In September, 1917, he went to the Italian front, and in 1919 resumed his post as chief Paris Correspondent.

One of his adventures was as exciting as any man could desire. He had the good luck, soon after he joined *The Daily Mail*, to be a passenger on the Zeppelin "Deutschland" when it was wrecked.

Mr. J. M. N. Jeffries :

Another name which became well known to *The Daily Mail* readers during the war was that of Mr. J. M. N. Jeffries, who proved himself one of the most versatile and daring of the paper's many war correspondents. Mr. Jeffries was born in Ireland, and educated at Stonyhurst, where he shone as a classical scholar. After leaving Stonyhurst, he studied at the Pontifical University of Rome, and before taking up journalism lived much on the Continent. He joined *The Daily Mail* a year before the war. In July, 1914, he was sent to Belgium, and listened to King Albert's historic defiance of Germany in the Chamber. From then on he was in fighting in seventeen countries, finishing in the midst of the defeated Austrian army, the day after the armistice was signed with Italy. He was in Liège during the siege, in the retreat from the Marne, in the siege of Antwerp, in Egypt, Albania, Poland, and the Ukraine. His chief work was with the Italian army and in Greece. While it was still dangerous to cross the Austrian frontier, he was the first British war correspondent to reach Vienna, arriving with nothing but a smile and a walking stick.

Mr. Hamilton Fyfe :

Mr. Hamilton Fyfe served, from first to last, on no fewer than five fronts. He was on the Franco-German border before the outbreak of hostilities, and stayed in France until October, 1914, serving as stretcher bearer with the French Red Cross, and sending news home, taking part in the great Retreat from Mons. Then he went

to Russia, where he had to chronicle another great retreat, that of the Russian Army, which lasted all through the summer of 1915. He was with the Rumanian Army, and did his best to warn the British public of their weakness. Returning to Russia, he saw the beginning of the Revolution, and the first complete account of the removal of Rasputin appeared in *The Daily Mail* from his pen.

After serving for a time on the Italian front he became a member of the British War Mission in the United States, and later did admirable work at Crewe House for the propaganda in Germany and among the German armies, under Lord Northcliffe.

Brutal Neglect of British War Prisoners.

The unhappy case of British war prisoners in Germany was given much attention. Correspondents were sent to the Dutch frontier, and elsewhere, to receive escaped and returned prisoners, and to learn their stories. Some details of the ill-treatment of prisoners came as a surprise even to our authorities, and one case in particular—that of a fisherman who lost his sight through brutal neglect, and was kept for some time unattended in a wretched German camp—was made, as the result of *The Daily Mail's* exposure, the subject of diplomatic remonstrances to Germany.

The authorities were at first very unsympathetic towards the paper's policy of making the wrongs of our prisoners known, and did all they could to prevent the paper from obtaining information, for fear of irritating the Germans. Later on they completely reversed their attitude, and made special efforts to secure and publish accounts similar to those which *The Daily Mail* had earlier issued, despite their opposition.

Mr. Curtin's Investigations.

Lord Northcliffe, in 1915, commissioned Mr. D. Thomas Curtin, an American journalist, to go to Germany and give his experiences and observations over an extended period. Mr. Curtin first returned to his home in Boston, renewed his acquaintance with Professor Hugo Münsterberg, the well-known German professor of Psychology at Harvard, and told him, without mentioning Lord Northcliffe or *The Daily Mail*, that he had been asked to go to Germany and make a thorough study of the situation, and that he desired facilities for learning the truth. Münsterberg gave him an introduction to Dr. Drechsler, the head of the Amerika Institute, in Berlin, and in December, 1915, Mr. Curtin entered Germany *via* Emmerich and went to Cologne.

For the next ten months he remained in Germany studying every phase of the military, political, social, and economic sides of German organisation. In October, 1916, he returned to London, and *The Daily Mail* was able to publish a series of articles which bore in every line evidence of the closest investigation and demonstrated the accomplishment of a feat in war correspondence of the greatest public value. Most of the information about German conditions hitherto published in England, apart from that obtained from heavily censored German newspapers, had come from neutrals who were afraid to speak freely. Mr. Curtin told of what he had actually seen. He described the question of man power, the popular campaign in Germany for "ruthlessness," and the demand for new and more violent submarine and Zeppelin campaigns against England.

"The Man Who Dined With the Kaiser."

A sensational war coup was the story told on January 26, 1916, by "The Man who Dined with the Kaiser." The correspondent, whose identity for obvious reasons was carefully concealed, had been instructed to find out the German plans in the Near East. He first spent some time in Holland, learning much about German espionage, and from there went to Constantinople, acquiring all the latest information as to the relations between Enver Pasha and the Kaiser's satellites. Then he took train for Nish in Serbia, which was at that time the headquarters of the German Army in the Balkans. He arrived at Nish on January 18, the time when the Kaiser made his State entry into the city. When the correspondent left his train he came face to face with the Kaiser and King Ferdinand, who were walking arm and arm up and down the platform.

The correspondent, in the guise of a neutral journalist, was received by Romakoff, the head of the Bulgarian Press, and was given an invitation to the royal banquet about to take place in the Town Hall. He had an excellent seat close to the Royal party. The menu of the banquet was reproduced in *facsimile* in *The Daily Mail* within a week of the event.

War Measures Advocated.

The campaign for national economy and for the conservation of our resources was backed by *The Daily Mail* by precept and example. The paper also did much to help towards the increasing production of food. Among other war measures strongly advocated by it were :

A strict enforcement of the sea blockade of Germany.

The making of cotton contraband. Germany was obtaining vast supplies through neutral sources which were being used in the manufacture of munitions. On August 21, 1915, the Government yielded to the demand, and made cotton contraband. Had it done so when first urged the importation of millions of bales into Germany would have been prevented, and the manufacture of large quantities of munitions by our enemy made impossible.

The provision of steel helmets for the protection of the troops. It took *The Daily Mail* some time to force the authorities to act. In the later stages of the war steel helmets were provided for all in France, including nurses, and also for special constables on air-raid duty in London. They saved a large number of lives.

The internment of enemy aliens.

The closing of German banks and businesses.

The introduction of measures for conserving food supplies and increasing the production of food.

The popularising of the War Loans.

The promotion of economy in food and spending.

Adding to the soldiers' comforts and pay.

Taxation of war profits.

Stoppage of waste.

Better huts for soldiers.

The final abandonment of the Declaration of London (in other words, Sea Law made in Germany), after five years' active denunciation.

The great war increase in the cost of labour and raw materials made it necessary for *The Daily Mail*, in common with other papers, to raise its price, on March 5, 1917, to 1d. The necessity for economy in the use of "newsprint" (paper) compelled it to reduce its size, over a large part of 1918, to four pages.

A Roll of Honour.

Finally, from its staffs in London, Manchester, and Paris, *The Daily Mail* contributed 1,126 men to the fighting forces. One hundred and twenty-three of these were killed on active service, and many wounded. Among all the great events in its twenty-five years, *The Daily Mail* cherishes none more proudly than the Roll of Honour of its men who died to help to make the world free.



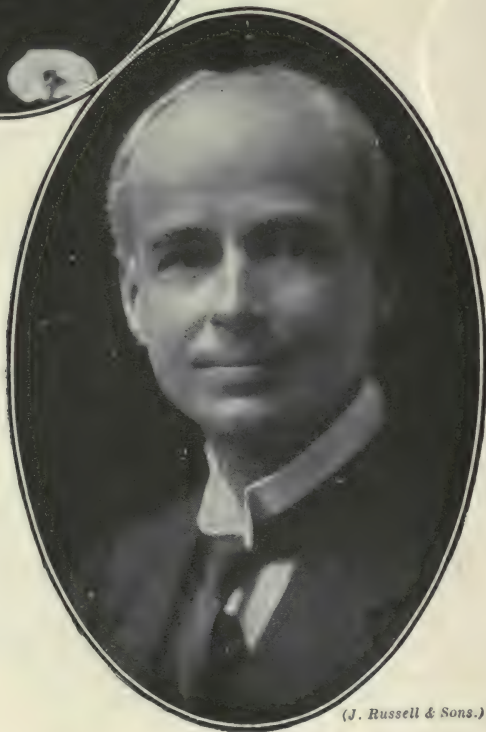
(Lallie Charles.)

Miss BESSIE ASCOUGH.



TOM WEBSTER.

(Arbuthnot.)



"POY"
(P. H. FEARON.)

(J. Russell & Sons.)

XI.

Some *Daily Mail* Features.

“WHO reads serial stories in newspapers?”

W

“I never read them,” is a remark often heard.

That is not true as regards novels which appear in *The Daily Mail*. There is abundant evidence that their perusal is a habit with many hundreds of thousands of its readers.

Numbers of newspapers have gone to great expense and purchased admirable novels, with no apparent increase of readers as a result. It takes many years to build up a clientèle of lovers of bright, fresh, and new romance such as has long been a feature of our journal.

It was with its first issue that *The Daily Mail* introduced serial fiction to an English daily newspaper—following the lead of the French *feuilletons*. With the exception of a few months during the War it has maintained a feature which is always proving increasingly popular.

How *Daily Mail* Novels are Chosen.

The greatest care is exercised in endeavouring to select novels suited to daily newspaper publication. Although writers with great names have frequently appeared, such as Miss Braddon, Mrs. Belloc Lowndes, Max Pemberton, Leonard Merrick, and many others, it has always been the aim of our Fiction Editors to secure works by entirely new writers. Numbers of successful novelists of to-day have found a beginning in the columns of *The Daily Mail*, the immense publicity thus gained resulting in an immediate demand for other work from their pens. The late Alice and Claude Askew, Mr. and Mrs. C. N. Williamson, Coralie Stanton and Heath Hosken (who himself ably conducted the department for many years), J. B. Harris-Burland, and a host of other well-known authors began their success by this channel.

The doors of the Fiction Department are ever open to the unknown writer, provided he or she can evolve a new story of the type which is known to be most popular with the millions of readers. *The*

unknown novelist suffers no handicap in approaching the Fiction Department of "The Daily Mail"; he has the same chance as the "best seller" of the day.

A novel which is appearing in instalments must contain plenty of incident throughout, woven round characters which are drawn so as to be real and interesting to the reader. Charles Dickens, when editor of "Household Words" and "All the Year Round," was a master in the discovery of serial novels. Wilkie Collins was one of his "finds." Then (as now) strong dramas or frank mystery stories made the widest appeal.

The Editorial Page.

The editorial page of *The Daily Mail* has been widely copied by other papers in make-up, style of type, and in everything, save interest and variety of contents.

The leading articles are the consensus of the opinions of those who conduct the journal and are written by many hands. As in every other department, experts are invariably employed for technical subjects. They are unsigned, for one article may be the work of many minds, and for the excellent reason that editorial anonymity is preferred by the British as well as by the Canadian, Australian, and American reader. They are frank and decisive. The old periphrastic "leader" has gone from all our newspapers. Very, very tiresome they were, as a reference to them will prove.

The two columns of literary articles on this page have become a standard of journalism. They are contributed from all over the world and reproduced in the Press of almost every country. In the earliest numbers these columns were partly occupied by political gossip, but the gossip quickly made way for distinctly literary articles.

For long, one at least of the "Page 4" articles was a column or more in length. Gradually, however, they became shorter. During the war, when great economy in paper was essential, Lord Northcliffe resolved to reduce the size of the articles—save in exceptional cases—at first to two to the column, and then to three. These three-to-the-column articles have become a distinct feature in world journalism, opening up an entirely new field. They are most difficult to write, and are paid for at the highest scale in journalism. It has been said that anyone can say what he wants to in a column of a newspaper, but that it demands a highly skilled mind to find an idea and develop it in fifty or sixty lines. Among the contributors to the Editorial page of *The Daily Mail* have been the foremost writers and men of affairs of our time, as the list on the opposite page will show.

- ABERCONWAY, Lady
 AKIMOTO, S.
 ANDERSON, Sir R.
 APPLETON, W. A. (Gen. Sec. Fed. of Trade Unions)
 APPLIN, Arthur
 ARCHER, William
 ARGYLL, late Duke of ARIA, Mrs.
 ARTHUR, Sir G.
 ASHLEY, Professor
 ASKEW, Alice and Claude
 ASKWITH, Lady
 ASTON, Sir George
 BADEN-POWELL, Gen. Sir R. S.
 BAKER, Sir G. Sherston
 BALFOUR, Lady Frances
 BALL, Sir Robert
 BANCROFT, Sir Squire
 BAM, Sir Pieter
 BARBUSSE, Henri
 BARCLAY, Armiger
 BARING, Hon. Maurice
 BARRÈS, Maurice
 BARRIE, Sir J. M.
 BASHFORD, Major Lindsay
 BATTERSBY, Prevost H. F.
 BECKE, Louis
 BEERBOHM, Max
 BEGBIE, Harold
 BEITH, Major J. Hay ("Ian Hay")
 BELL, Edward Price (London correspondent *Chicago Daily News*)
 BELLOC, Hilaire
 BENSON, A. C.
 BENSON, R. H.
 BENSUSAN, S. L.
 BERESFORD, J. D.
 BIRKENHEAD, Lord (The Lord Chancellor)
 BISS, Gerald
 BLACK, Miss Clementina
 BLATCHFORD, Robert
 BOK, Edward W. (Editor *Ladies' Home Journal*, Philadelphia)
 BOTT, Capt. A. ("Contact")
 BOUREL, La Marquise de
 BRABY, Maud Churton
 BRADDON, Miss
 BRAMWELL-BOOOTH, Mrs.
 BRANCKER, Maj. - Gen. Sir Sefton
 BRET, Twells
 BRIDGE, Sir F.
 BRIDGES, T. C.
 BRUCE, Major-Gen. Sir David
 BUCHAN, John
 BULEY, E. C.
 BULL, Sir W. M. P.
 BULLOCK, W. F.
 BURGESS, Gilbert
 BURGIN, G. B.
 BURKE, Thomas
 BURROW, C. Kennet
 BURTON, Brig.-Gen. R. C.
 BURTON, Claude E. ("Touchstone")
 BYRON, Lord
 CABLE, Boyd
 CAINE, Sir Hall
 CALTHROP, Dion Clayton
 CAMPBELL, Rev. R. J.
 CANDLER, Edmund
 CANNAN, Dr. Edwin
 CANTLIE, Sir James
 CARMEN SYLVA (Queen of Rumania)
 CARPENTIER, Georges
 CECIL, Lord Robert
 CECIL, Lord W. Gascoyne
 CHASSAIGNE, J. Cou-
 durier de
 CHESSER, Dr. Elizabeth Sloan
 CHESTERTON, C. K.
 CHURCHILL, Rt. Hon. Winston S., M.P.
 CLARKE, Laurence
 CLARKE, Tom
 CLOWES, Sir W. Laird
 CLYNES, Rt. Hon. J. R., M.P.
 CONRAD, Joseph
 COOPER, Edward H.
 CORELLI, Miss Marie
 COSTELLO, Pierre
 COX, Harold
 CRAWFORD, D.
 CRICHTON-BROWNE, Sir J.
 CROOME, A. C. M.
 CUMBERLAND, Gerald
 DARWIN, Bernard
 D'AUVERGNE, Edmund B.
 DAVIDSON, Miss Lillian Campbell
 DAVIS, Lt.-Col. Newnham.
 DAWE, Carlton
 DESMOND, Shaw
 DEWAR, George A. B.
 DILKE, Sir Charles
 DIXON, W. Scarth
 DOBSON, Austin
 DOYLE, Sir A. Conan
 DRAKE, Maurice
 DRINKWATER, John
 DUDLEY, Countess of
 DUKES, Sir Paul
 DUNCAN, Sara Jennette
 EASTWICK, Miss Florence
 EDGAR, George
 ELLERMAN, Sir J. R., Bart.
 ERVINE, St. John
 FABRE, Henri M.
 FARJEON, B. L.
 FAWCETT, Mrs. Henry
 FLOWER, Newman
 FLOWERDEW, Herbert
 FORBES, the Lady Helen
 FOSTER, A. E. Manning
 FOX-DAVIES, A. C.
 FRANKAU, Gilbert
 FRASER, J. G.
 FRASER, Lovat
 FRASER, Sir J. Foster
 FREMANTLE, Admiral Hon. Sir E. R.
 FREERE, Sir Bartle
 FRY, C. B.
 FURNISS, H. Sanderson
 FYFE, Hamilton
 GALLICHAH, Walter M.
 GALSWORTHY, John
 GARDNER, Dr. J.
 GARVIN, J. L.
 GEORGE, W. L.
 GIBBS, Sir Philip
 GORKY, Maxim
 GOSSE, Edmund
 GRAHAM, Marquis of
 GRAHAM, Stephen
 GRAHAME-WHITE, Claude
 GRAY, Miss Annabel
 GREIG, W. W.
 GREVILLE, Lady Violet
 GREY, Earl
 GRIBBLE, Francis
 GROSVENOR, Hon. Mrs. M.
 GWYNN, Stephen
 HADFIELD, Sir R., Bart.
 HAGGARD, Sir H. Rider
 HAMILTON, Cicely
 HAMMERTON, J. A.
 HANDS, C. E.
 HANNAY, Canon J. O. ("George A. Birmingham")
 HANOTAUX, G.
 HARDY, Thomas
 HARMSWORTH, Cecil B., M.P., Under-Secretary for Foreign Affairs
 HARPER, Harry
 HARRIS-BURLAND, J. B.
 HARRISON, Austin
 HARRISON, Frederic
 HARTSHORN, Vernon, M.P.
 HARVEY, Sir J. Martin
 HASTINGS, Basil MacDonald
 HEDDLE, Miss Ethel
 HEINEMANN, W.
 HENLEY, W. E.
 HENSON, Bishop Hensley
 HERON-MAXWELL, Mrs. Beatrice
 HERVÉ, Gustave
 HICHENS, Robert
 HICKS, Sir W. Joynton, Bart., M.P.
 HILL, Dr. Leonard
 HINKSON, Mrs. K. T. ("Katherine Tynan")
 HODGES, Frank (See Miners' Federation of Great Britain)
 HOGGE, J. M., M.P.
 HUDSON, Sir Robert
 HUMPHREYS, Mrs. Desmond ("Rita")

- HURD, Percy., M.P.
 HUXLEY, Prof. Julian
 IRVING, Laurence
 IRWIN, Will
 IZZARD, P. W. D.
 JEFFRIES, J. M. N.
 JEPHSON, D. L. A.
 JEPSON, Edgar
 JESSE, Miss F. Tennyson
 JEVONS, Prof. H. Stanley
 JOHNSTON, Sir H. H.
 KEARTON, Cherry
 KEOGH, Maj.-Gen. Sir A.
 KENALY, Miss Arabella
 KENWORTHY, Lt.-Comr.
 J. M., M.P.
 KENYON, Dr. F. J.
 KERNAHAN, Coulson
 KIPLING, Rudyard
 KITCHENER, Earl
 KNOTSFORD, Viscount
 KOMAI, Gonnoské
 LAMPSON, Sir G. Locker-
 LEDINGHAM, Dr. J. C. G.,
 C.M.G.
 LEIGH, Sir J., Bart.
 LEIGHTON, Marie Connor
 LEIGHTON, Marie and
 Robert
 LENNARD, Horace
 LE QUEUX, William
 LEWIS, Dr. Thomas
 LEWIS, Wyndham
 LOCKYER, Sir Norman
 LODGE, Sir Oliver
 LOFTUS, Miss Kitty
 LONDONDERRY, Marq. of
 LONG, Professor James
 LORAINÉ, Miss Violet
 LOVE, Miss Hilda M.
 LOW, Sir Sidney
 LOWNDES, Mrs. Belloc
 LYLE, E. P.
 McALPIN, W. L.
 MACGILL, Mrs. Patrick
 MacKENZIE, Cameron
 MACKENZIE, Lady Muir
 MacKENZIE, Sir Thomas
 McKENZIE, F. A.
 MAETERLINCK, Maurice
 MAHAN, Admiral A. T.
 MAIS, S. P. B.
 MALCOLM, Sir Ian
 MALCOLM, Lady (Ian)
 MANCHESTER, Dean of
 MANN, Mary E.
 MARCOSSON, I. F.
 MARSH, Richard
 MARSHALL, Archibald
 MARTINEAU, Mrs. Philip
 MASKELYNE, Nevil
 MAXWELL, Gerald
 MAXWELL, Mrs. B. Heron
 MAXWELL, Sir H., Bart.,
 M.P.
 MAXWELL, W. B.
 McCUDDEN, Major J. T.
 B., V.C.
 McCURDY, C. A., K.C.,
 M.P.
 McNEILE, Major Cyril
 ("Sapper")
 MEE, Arthur
 MELBA, Dame Nellie
 MELVILLE, Sir W. F.
 MERRICK, Leonard
 MEYER, Rev. F. B.
 MILNE, Professor
 MIRZA, Princess Nusrat
 Ali
 MONTAGU, Lady
 MONTAGU, Lord, of
 Beaulieu
 MORGAN, Sir Herbert
 MUIR, Ward
 NEIL, Judge Henry
 NEISH, Mrs. Rosalie
 NESBIT, E.
 NEWBOLT, Sir H.
 NICOLL, Sir W. Robertson
 NORDAU, Max
 NORMAN, Sir H., M.P.
 NORTHCLIFFE, Viscount
 NOVIKOFF, Mme. Olga
 NOYES, Alfred
 O'CONNOR, T. P., M.P.
 OLIVER, Sir T.
 ONSLOW, Lady
 OPPENHEIM, E. P.
 O'RELL, Max
 PAIN, Barry
 PANKHURST, Christabel
 PARKER, Sir Gilbert
 PARKER, Louis N.
 PEEL, Mrs. C. S.
 PEMBERTON, Max
 PERCY, Earl
 PERCY, Lord Eustace
 PETRIE, Prof. W. Flinders
 PHILLIPS, Stephen
 PINERO, Sir A.
 POINCARÉ, Raymond
 PRESENSÉ, F. de (Le
 Temps)
 PRICE, G. Ward
 PRIOLEAU, John
 PROTHERO, G. W.
 PUGH, Edwin
 QUILLER-COUCH, Sir A.
 RALPH, Julian
 RAMSAY, Sir W.
 RANJITSINHJI, Prince
 REICH, Emil
 REW, Sir R. H.
 REYNOLDS, S.
 RHONDDA, the Viscountess
 RICKETT, Rt. Hon. Sir
 J. Compton., M.P.
 RIDGE, W. Pett
 RIMINGTON, Lieut.-Gen.
 Sir M. F.
 ROBERTS, Morley
 ROBERTS, Rt. Hon. G.
 H., M.P.
 ROBINS, Miss E.
 ROBINSON, E. Kay
 ROPES, Arthur R.
 ("Adrian Ross")
 ROSS, Col. Sir Ronald
 ROTHERMERE, Viscount
 ROWNTREE, B. Seeböhm
 RUBENS, Paul A.
 SAISSY, A. (*Le Journal*)
 SALEEBY, Dr.
 SANDERS, Miss G. Ivy
 SARAWAK, H. H., the
 Ranee of
 SCHARLIEB, Dr. Mary
 SELINCOURT, Hugh de
 SETON-KERR, Sir H.
 SHACKLETON, Sir E.
 SHADWELL, Dr. A.
 SHAW, G. Bernard
 SHEE, Major G. Archer,
 M.P.
 SHERIDAN, Mrs.
 SHORTER, Clement
 SIMS, G. R.
 SNOWDEN, Philip
 SOLOMON, Solomon J.,
 R.A.
 SOUTAR, Andrew
 STACPOOLE, H. de Vere
 STANTON, C. B., M.P.
 STEAD, W. T.
 STEED, H. Wickham
 (Editor of *The Times*)
 STEEL, Mrs. Flora Annie
 STEEL-MAITLAND, Sir A.
 H. D. R., Bart., M.P.
 STEEVENS, G. W.
 STOPES, Dr. Marie
 SWINNERTON, Frank
 TEIGNMOUTH, Lord
 TEMPLE, Dr. W. (Bishop
 of Manchester)
 THOMAS, G. Holt
 THOMAS, Sir W. Beach
 THOMPSON, Alexander M.
 THORNDIKE, Miss Sybil
 THURSTON, Katherine
 Cecil
 TIBBITS, Miss Annie O.
 TRACY, Louis
 TREE, Sir H. Beerbohm
 TRELOAR, Sir W. E.
 TREMLETT, Mrs. Horace
 TROUBRIDGE, Lady
 TROUBRIDGE, Sir T.
 TUIE, Hugh
 UZANNE, Octave
 VACHELL, H. Annesley
 VAGHAN, Father Ber-
 nard
 VINCENT, Lady Kitty
 VIVIAN, Herbert
 WADE, Sir C. G. (Agent-
 Genl. for New South
 Wales)
 WALDO, Fullerton L.
 (Assoc. Editor, Philadel-
 phia *Public Ledger*)
 WARD, Mrs. Humphry
 WATERS, Brig.-Gen. W.
 H. H.
 WATSON, Sir William
 WAUGH, Alec.
 WEATHERLY, F. E.
 WEBB, Sidney
 WEBSTER, Tom

WEEKLEY, Prof. Ernest	WILBERFORCE, Arch-	WILSON, H. W.
WELLDON, Bishop	deacon	WILSON, J. Havelock
WELLS, H. G.	WILE, F. W. (formerly	WITHERS, Hartley
WEST, Rebecca	<i>Daily Mail</i> Correspondent	WOOD, Sir Kingsley, M.P.
WEST, Walter (Broadwest	at Berlin)	WOOD, Walter
Films, Ltd.)	WILLIAMS, Dr. Leonard	WOLSELEY, Viscountess
WHIBLEY, Charles	WILLIAMS, Valentine	WYNDHAM, Horace
WHITEING, Richard	WILLIAMSON, Mrs. C. N.	YOUNG, Filson

The literary page contributors to-day include people of all kinds, many of them not professional writers. Freshness, humanity, variety, and novelty are borne in mind in making the daily selection. *About three hundred manuscripts are submitted every day.* Out of these a selection of, perhaps, twenty is made. From the twenty, *half a dozen* are finally chosen.

Many correspondents write to *The Daily Mail* asking what are the kind of articles wanted. It is difficult to answer them, except to say that what is sought for is something that is human, informative, amusing, first-hand, and genuine. The right kind of articles on topics of feminine interest are always particularly welcome. During the war articles poured in from all the fronts, often written in pencil on the backs of envelopes, sent by soldiers, sailors, airmen, nurses, doctors, and spectators. Nothing that was written during the war surpassed in vividness some of these "scrap sketches" contributed by unknown soldiers.

"Of course it is no use my trying. They would not look at my work," says the beginner. He or she is wrong. Some of the best articles have been written by people who have never contributed to a newspaper before.

Twells Brex :

Of all the recent names in the literary record of *The Daily Mail*, one stands in a niche by itself. Twells Brex, a modest and sensitive young author, with a quaint and captivating gift of humour, joined the staff of *The Daily Mail* on the invitation of Lord Northcliffe. For several years he contributed largely to the editorial page. He fell ill with cancer, and wrote one article, "Before Sunset," on his death bed, which has probably appealed to the hearts of more people than anything published in recent years.

In it Twells Brex revealed the thoughts of his heart as he lay knowingly facing death. He told how the War had altered all our attitude towards Death, and how we had come to look on it without fear. He made no secret of his longing for life.

But if man could not live, then let us face death with the philosophy of Socrates, and with the certainty "that God is more magnanimous than man. . . . Whatever happens to us—nothingness or another life—what have we to fear in death? Why

should we not meet it as gaily and composedly as our pains permit? It is the sunset gate of escape from them. For my own part, I declare that I would feel that my work as a journalist would be given the happiest ending if what has been written here helps others, when their life is stricken, to look more easily upon death."

Such an article as that of Twells Brex cannot be written by much preparation. It can only come from the outpourings of a full heart. He had the satisfaction of knowing before sunset came to him that he had accomplished his aim, and had helped others to face death bravely.

The Intelligence Department.

Close to the Editors' rooms at Carmelite House is the Reference library, which is an alert and up-to-date intelligence department. Its business is to supply information in the briefest space of time. Large numbers of papers from all parts of the world are examined every day, marked, and cut. The cuttings are classified in two groups, personal and general, indexed and put away in folders. The number of folders of cuttings on general subjects is 26,520. 288,000 persons are represented in the personal cuttings. The works of reference number 4,500, and there are 3,000 series of Blue Books. An elaborate index of *The Daily Mail* is typed and bound up quarterly. The number of entries in this annual index is about 952,000. Roughly, 500 fresh extracts are filed each day.

Mr. Rhodes Reads His Own Obituary.

The chief librarian came to Carmelite House soon after *The Daily Mail* began. One of her earliest recollections is of a visit of Mr. Cecil Rhodes, who spent a considerable time examining the library system. Someone mischievously suggested that perhaps Mr. Rhodes might like to see what *The Daily Mail* would say about him when he died. Accordingly the Rhodes biographical envelope was produced, and among its other contents was an obituary article, prepared in view of possible contingencies, beginning: "We announce with profound regret the death of Mr. Cecil Rhodes." The Empire maker did not altogether like having his possible demise prepared for.

The librarians have to be prepared to answer any and every kind of question at a moment's notice, from the meaning of some mystic phrase in an American paper to the record of a prize fight of forty years ago. The public make great postal use of the reference library and ask questions daily.

Some Catch Questions.

One reader recently wrote for the Greek and Latin words for rubber. The librarians countered this catch question by sending the

modern Greek name. Even the library could not answer another question : What was the birth-rate for last year, and what will it be for next year ? The inquisitive reader demanding exact information about what the average woman spends on cosmetics in a year, went away equally unsatisfied.

During the war soldiers rang up and wrote continually asking for information to settle all kinds of disputes, such as if the railway station in a certain town in Canada was bigger than the station of some town in England, or whether the population of somewhere in Australia was larger or smaller than that of some English town, and so on.

The Soldiers' and Sailors' Friend.

One of the many valuable features established during the Great War was the department known as the "Soldiers' Friend." Started in 1916, it was soon found to be a most useful and accurate source of information on all matters relating to the soldier. Nor did its usefulness cease when the fighting was over. After the Armistice as many as 1,000 letters a day were received, chiefly concerning pensions, prize money for naval men, medals and the like. Many letters came from India, the Dominions, and from our men on the Rhine. The promptitude with which replies were sent was much appreciated. A man who had been trying for nearly two years to get his pension adjusted, wrote to say that within 17 days of writing to the Soldiers' Friend Department he had succeeded in getting it put right. The Soldiers' Friend is still in very active existence, and continuing its good work.

Canadian and American News.

Canadian and American news from the first has been a feature of *The Daily Mail*. Mr. Walter F. Bullock, who was responsible for the excellent cable reports sent to *The Daily Mail* from New York of the Titanic disaster, has been chief correspondent of the paper in the United States for a number of years. His admirable despatches have done much to link up the two countries, and his judicious selection has played a great part in keeping the British public informed of the true course of events in America. Mr. Bullock has a host of friends on both sides of the Atlantic. Two resident correspondents are stationed in Canada. For Australia, New Zealand, and South Africa the cable and news correspondence is in the hands of well-known journalists.

The Arbitress of Fashion

Miss Bessie Ascough's success as fashion artist since her first illustrations appeared in the paper in 1913 has been phenomenal.

"I try to draw women," she said, "who look real, and to give to each a 'toilette' that suits her best." To-day her sketches are known the world over, and her ideas are materialised by dressmakers of renown in every capital. Miss Ascough's early training was at the old Art School of Bedford Park, where she learned to draw figures rather than fashions. "Then I took up fashion drawing," she says, "because I loved it, and it is just the joy of my life." Hers are the only British dress designs that are regularly reproduced in Paris and New York.

Mr. Prioleau's Motoring Experiences.

Mr. John Prioleau has done yeoman service in popularising motoring. His excursion early in 1921 through the heart of Morocco in his two-seater car, Imshi, aroused great interest. Mr. Prioleau is an expert authority on cars, and his advice is sought by manufacturers as well as motorists. This is given without fear or favour. In 1919-20 he tested no fewer than fourteen new cars, and gave in *The Daily Mail* the results of his tests.

"Teddy Tail."

The children are not forgotten. They have their daily corner, "The Adventures of 'Teddy Tail,'" a source of never-ending delight. Mr. Charles Folkard is the originator of "Teddy Tail," and it was his little son Teddy who gave him the idea. "Teddy Tail" began in 1914. The War caused a break, but after the Armistice "Teddy Tail" returned and thousands of young folks, as well as those of older growth, follow his wanderings in Fairyland, Nursery Rhyme Land, Puzzledom, Historyland, and elsewhere with delight. Mr. Folkard is an illustrator of books by profession, and the chronicler of "Teddy Tail" by choice.

"P.W.D.I."

"P.W.D.I." is a group of initials familiar to all readers of *The Daily Mail*, for Mr. Percy Izzard has been for the past twelve years one of the two writers of the daily diary of country life. For close upon seven years Mr. Izzard wrote the diary without a break. He has his home on the uplands of Essex, and observes Nature in his morning and evening walks in his beloved East Anglia. Besides being a Nature prose poet, he is an authority on agriculture and food production.

Sport.

Sporting circles have long since passed one verdict on *The Daily Mail's* sporting news: "It is absolutely straight," they say. There could be no greater praise.

XII.

The Business Side of a Great Newspaper.

THE *Daily Mail* is, first and foremost, an organ of public opinion. It is, next, a great business enterprise. The order is important. Papers that are conducted solely as businesses, that deal with news and views as other undertakings deal with cocoa or butter, are sooner or later found out. Journals that ignore business efficiency fall eventually to the lowest newspaper hell—they depend for their existence on doles from party organisations or on rich men.

The organisation of the paper is divided into three main parts.

1. The Editorial Department. The Editor-in-Chief decides what shall go in any part of the paper, literary or advertising.
2. The Advertising Department.
3. The Business Department.

Business, in turn, is divided into three main sections: Accounts, Distribution, Production.

There is no secret about newspaper finance, although many people try to shroud it in mystery. A properly conducted newspaper, whether it be *The Daily Mail*, with its net sales of over a million three hundred and fifty thousand a day, or a local weekly, with a sale of under fifteen hundred for each issue, has three main items of expenditure: the cost of obtaining and presenting its news and literary contents, printing, and distribution. For income it depends on two things: receipts from sales and advertising revenue.

Capital £2,100,000.

The Daily Mail is one of a group of papers—including the *Evening News*, the *Weekly Dispatch*, and the *Overseas Daily Mail*—combined as Associated Newspapers Ltd., with an authorised capital of £2,100,000.

The number of people employed is 2,800.

The total costs of production run into millions of pounds a year.

The main item of expenditure is white paper—newsprint. Several hundreds of thousands of pounds worth of newsprint must always be available. During the war period newsprint more than quadrupled in cost.

This is part of the price that newspapers had to pay for the Great War. There is no greater public delusion than the idea that war is good for a daily paper.

Seven hundred and fifty tons of newsprint are required for *The Daily Mail* alone each week. To convey these supplies from wharves and depots to the printing works keeps a fleet of giant motor lorries busy. Between 180 and 200 lorry loads have to be delivered each week.

The ink bill totals £60,000 a year. Three hundred and fifty tanks, each containing four thousand lb. of black printing ink, one million four hundred thousand lb. in all; and twenty-six thousand lb. of red ink (used for posters) are consumed in a year, besides other inks.

The Cost of News.

Editorial work, the collection and presentation of news, literary contents and pictures, costs about £1,000 a week of the paper. The payment to outside contributors, writers, and artists averages £1,000 a week. These figures are often greatly exceeded. *The Daily Mail* pays the highest prices to its contributors. A single photograph or a single article may cost a hundred pounds or more.

Single cables will sometimes cost several hundred pounds. A single issue of *The Daily Mail* recently contained cablegrams from the following places:—

Paris	Aix-les-Bains	Spa
Brussels	Geneva	Berlin
Amsterdam	Allahabad	Copenhagen
Warsaw	Constantinople	Smyrna
Peking	New York	Buenos Aires
Valparaiso	Ottawa	Victoria (B. C.)
Adelaide	Christchurch	
(S. Australia)	(N. Zealand)	

Press cablegrams are sent at lower rates than ordinary private messages, but even at this rate cable news is a big item. A few messages from Peking or Tokyo, scarcely noticed by the reader not specially interested in the Foreign News, may cost in all £250. Here are some of the prices of messages per word: From Siberia

rs. 8d., Nigeria rs. 3½d., Siam rs. 3d., Persia 10½d. Delays owing to broken down wires or other accidents may cause a message which has cost several hundred pounds for telegraphic tolls alone to be thrown into the waste-paper basket.

A newspaper is a big, hungry machine, eating up vast quantities of many kinds of material. Here are a few items in the annual bill of *The Daily Mail*.

Foundry coal.....	12,000 cwts.
Coke	5,300 "
Cleaning paraffin	3,500 gallons
String for tying up parcels.....	90 tons, costing £6,750.
This string runs 35 yards to the lb. Arithmeticians can amuse themselves by calculating from this how many miles of string <i>The Daily Mail</i> uses every year.	
Electric lamps	4,000
Wrappers for delivery of papers by post, etc. All these have to go to Somerset House to be imprinted with a die stamp for postage.....	Roughly 4,000,000
Photographic plates	25,000
Photographic paper	50,000 sheets
Machine rollers re-clothed	2,200
Stereotype metal	60 tons
Flongs	54,000
(The sheets used for getting an imprint from the type, for moulding.)	
Contents bill boards	3,700
News bags (for street sellers)	2,000-3,000

Accounts.

The Accounts Department is a little world in itself. The main business of the receiving cashiers and the post department is to deal with the incoming post, numbering from 3,000 to 10,000 letters a day. The latter figure is reached at the closing stage of some big competitions.

There are 10 to 12 paying cashiers, engaged almost wholly in paying wages.

General accounts keep twenty-eight trained accountants busy. The direct accounts run for the sale of the paper, apart from other accounts, number 2,800. There are 3,000 accounts with advertisers and 3,000 for the purchase of goods. These are exclusive of those where cash payments are made. There are also some 500 impersonal accounts and 700 sundry accounts. Each month some 7,000 accounts are sent out, and 2,500 invoices received. This is exclusive of payment to contributors, which is dealt with by another special department.

The work of the Secretaries' Department can be judged from two items. About one thousand cheques are sent out each week, and 13,000 dividend warrants each six months. This department studies all expenditure and draws up a weekly financial analysis for the directors.

Avoiding Waste.

A special salvage department deals with all waste. Cleaning-rags are a big item of expenditure in the machine-room. They are used by the mechanics to wipe the grease and ink off their hands. Five hundred and twenty cwts. a year are used at a cost of £1,200. In olden days these rags were thrown away. Nowadays they are purchased by a little group of ex-Service men, who pay 4s. a cwt. for them, put them through special processes, extract all the oil and ink, and re-sell them for use again at 30s. a cwt. The oil and ink are separated and are also sold.

Old cases, old petrol cans, old string, old "flongs," old type, old woollen blankets, and old metal, together with all other manner of used material realise when sold about £3,000 a year.

Everything that can be done is done by the newspaper itself. It makes its own wheels for its machines, gets the rough castings and turns them on the premises.

Motor-Car Department.

A motor-car department was created in the very early days of the commercial automobile. At the start it was a very small affair with seven small cars, two 10-12 h.p. Renault, five Unics. To-day it has a special garage and store house in South London which cost £40,000 to build, and has a fleet of sixty-two vehicles, varying from great three-ton Austin lorries to staff touring cars. There are special high speed cars to take special editions in minimum time to distant places for special occasions. One car is so fitted up that a staff photographer can develop his pictures while he is hurrying home.

The London garage in Friar Street, Blackfriars, is fully installed with labour-saving devices and machinery of the most modern type. Two petrol tanks, with a capacity of 2,000 gallons each, have been sunk, and the petrol is run directly into the tanks of the cars each time they return to the garage before they are stalled, so that there is never any question of whether or not a tank has been filled. Pneumatic pipes, running down the walls, make it easy for the driver to charge his tyres at full air pressure without pumping. The repair shops attached to the garage are a feature in themselves,

and anything and everything connected with a car, including the repair and renovation of tyres, is dealt with here.

The bigger vehicles are principally used for taking *The Daily Mail* from Carmelite House to the railway stations, or for other necessary transport during the day. When the great railway strike took place, in September, 1919, they, in conjunction with a considerably augmented fleet of motor vehicles, proved indispensable in getting *The Daily Mail* to the coast towns and other places.

There is a night and day staff at Friar Street, and vehicles are always on duty. There is also a day and night staff of fitters and assistants, so that all contingencies are provided for. There are likewise touring cars available for editorial use whenever time can be saved by making a journey by road as compared with the railway.

The Most Highly Paid Staff.

The Daily Mail staff, in all its branches, is one of the most highly paid in Europe. If relative values are considered, it is one of the most highly paid in the world. Lord Northcliffe set the pace for Fleet Street twenty-five years ago, when he raised prices for literary work fifty per cent.

Many men in different departments of *The Daily Mail*, including several departmental heads, have been with it since before the first number was published.

In spite of the wastage of the war, 869 men and women on the mechanical, publishing, commercial, and editorial staffs have been for over ten years in its employment; 521 have been for over 15 years, and 210 for over 20 years.

The relations of *The Daily Mail* with labour have been singularly harmonious. Lord Northcliffe, many years ago, when trades unionism was by no means so general in the newspaper business as to-day, recognised and co-operated with the trades unions. When, however—as is told elsewhere—the men of one union tried to dictate the editorial policy of the paper, he told them frankly that rather than submit to any such dictation he would close down his papers, and those who are near to him know that in this, as in other matters, he will do what he says.

Sick Fund and Health Committee.

The Motto of the Directorate at Carmelite House and its branches is "Health Comes First."

An Office Sick Fund and Health Committee is composed mainly of representatives of the different departments of the paper, chosen by their departments. Before 1918, the various departments had their own sick funds. Then Lord Northcliffe proposed that a

general fund should be established, which should secure full wages during sickness for so many weeks each year to every member of the staff.

Each employee contributes 1s. a week. If he falls ill before he has been in the service of the company for six months he receives, in addition to his benefits under the National Health Insurance, a payment of 30s. a week for ten weeks, and 15s. a week for ten weeks more. After six months he receives during illness a further allowance of half the difference between these amounts and his regular wages. After a year or more he receives full pay.

The Pension Funds.

There are two pension funds—one for the Editorial and Administrative staffs, and the other for the Mechanical. Rules have been formed in regard to the Mechanical fund which provide pensions at sixty years of age, and after twenty-five years' service. A sum of £10,000 was set aside by the directors to form the nucleus of the pension fund for the Editorial and Administrative staffs and others not included in the other fund. Neither fund is contributory on the part of the employees, and in all cases pensions are subject to the discretion of the directors.

It is the business of the Health Committee to discover any case of illness. If an office boy, for example, looks unwell, one of the Committee talks with him, finds out what is wrong, and, if necessary, sends him at once to a doctor, or to hospital.

XIII.

Making a Modern Newspaper.

IT has been said that out of every *two hundred and fifty newspapers* and periodical publications launched during the last fifty years scarcely *one* has been even a partial success.

Just as, owing to the lack of organisation in advertising more money is certainly lost by advertisers than is made, so it is very true that vastly more money has been lost than made in the promotion of newspapers and magazines produced for all sorts of reasons by all sorts of persons.

Why Some Newspapers Fail

A great newspaper proprietor, asked to what he attributed the failure of so many journals, replied : " Absence of ideals, of vision, and of organising ability."

The newspaper of fifty years ago was the product of a few leader writers, a special correspondent or two, and some reporters. A glance at journals of that period brings disillusionment. They were badly printed, in tiny and often " battered " type that the public would not tolerate nowadays. They were largely made up of reports of police-courts, assizes, and inquests ; they were redolent of what are now known as " puffs," in other words, veiled advertisements, and they were wearisome with their then five or six extensive " leaders."

These leading articles were not then as a rule, as now, the work of specialists understanding a particular topic, but of hack writers. It is actually boasted in a history of a certain great newspaper that one of its leader writers " had produced as many as three thousand leading articles."

The modern public would not for long tolerate the wiseacre who turns out leading articles which are periphrastically verbose and mostly rewritten encyclopædia and history, as was the case half a century ago. The leisurely life of the old Fleet Street has gone. Bohemia plays little part in the newspaper life.

The Ceaseless Task

The making of a modern newspaper is a ceaseless task.

The office doors and telephones never close from one year's end to another.

There are representatives of the Editorial Staff on duty in rotation every minute of the year at the headquarters of *The Daily Mail*.

Some years ago a regulation was made that none of the journalists engaged in this and its associated publications should work on more than five days a week. Occasionally force of circumstances compels a particular reporter to be engaged in a continuous task and so be on duty for more than that number of days in a week. In that case a full compensating allowance of holiday is given in return.

This system is an expensive one. It need not be said that it requires a very large number of people to thus produce the newspaper. But the founder of *The Daily Mail*, who at a very early age had the wearisome experience of six and occasionally seven days a week of writing, reporting, sub-editing, and the rest of it, believes that the flow of ideas of *The Daily Mail* is largely due to the opportunity of recreation and observation afforded by a shorter week.

The literary staffs of newspapers are not engaged in simply repetition tasks. To some degree or other their work and activities vary every day.

At Carmelite House

The Staff is encouraged to travel, to move about the world and come back with fresh views and knowledge.

It is not possible to afford these shorter hours and opportunities for travel to the mechanical staffs, but a number of their members, selected by their fellows, go abroad and look around from time to time. Thus, last year six representatives of the mechanical departments visited the great mills in Newfoundland, following up that experience by inspecting a number of the leading Canadian and American newspaper offices.

To the conception of *The Daily Mail* many new ideas based upon experience were brought to bear.

When Printers Were Kings

In the beginning, newspapers were, as a rule, the property of their printers. "All communications should be addressed to the Printer," is a notice to be found in most of them.

During the nineteenth century the Editor, who was also the principal writer, began to put the paper together. To-day there



(Kitty Raphael.)

THE EDITRESS OF THE
DAILY MAIL MAGAZINE PAGE.



CARMELITE HOUSE.

is an Editor-in-Chief who has little to do with the writing, but much to do with planning and deciding, supported by a Managing Editor, Foreign Editor, Assistant Editors, and Sub-Editors, he receives yet further help in the shape of Technical Editors and Sub-Editors who have special knowledge of literature, art, music, sport, finance, the cinematograph, and last, but by no means least, the affairs and concerns of women.

The Day Editors Start Work

At half-past nine each morning the Sub-Editor who has been watching the telegrams and telephones since three a.m. is replaced by the first of the Assistant Day Editors who begin to form the plan of the details of next day's journal, much of which, and especially that part of it dealing with far-away parts of the world, has been already arranged for by cabled instructions.

These News Editors, who form a continuous chain through the twenty-four hours, must be men of judgment and quick thought. They must know the locality and capacity of every foreign correspondent, and the qualities of every reporter and special writer.

They must always have before them the ideals of the paper. In the case of *The Daily Mail* they must always have before them National Health, National Efficiency, Increased Production, Agricultural Development, Good Relations among English-speaking Peoples, and the other ideals which, year in and year out, are propounded by *The Daily Mail*.

Space forbids the telling of the details of each of these various propaganda. Take, however, those of Sir William Beach Thomas, who introduced to this country that form of intensive cultivation known as French gardening; or of Mr. F. E. Bussy, the organiser of the Ideal Home Exhibition, the Efficiency Exhibition, and intensive egg production, and who is beginning fruit-tree reform.

Only reporters with skilled technical knowledge of these subjects can properly handle them; Sub-Editors also possessed of knowledge of them alone can efficiently revise them at night.

The founder of *The Daily Mail* does not like the system of general reporters of no particular skill. He believes that every news gatherer, in addition to having a wide general knowledge, must have some special subject in which he is expert.

The Preliminary Conference

The reporters having been despatched on their early missions, and the first telegrams having been sent to provincial and foreign correspondents, a preliminary conference of the chief heads of the undertaking meets at noon, to discuss policy and plans.

In the old days the use of the editorial "We" was a misnomer. "We" then represented, as a rule, a one man staff, and very often that man, as often at present, was the mere tool of a political party, or of other private interests. The editorial "We" is justified to-day, because the policy of no paper can be the work of one man.

The modern newspaper deals with fifty subjects for every one treated by a news journal of the mid-Victorian days.

The daily journal of to-day has to suit its contents to the locality very accurately.

If we examine, for example, the edition of *The Daily Mail* for the Continent and North Africa, published in Paris, we find that at least two pages each day must of necessity be devoted to subjects not dealt with in the British editions. It has to pay great attention to the changes in the starting of trains and steamers; to life in all the French, Italian, Swiss, and other resorts, and to travel generally. It must needs give a large proportion of American news, provided by Americans and revised by an American.

It must deal largely with the growing subject of Continental sport.

Cricket in France

"Cricket in France!" says the astonished English visitor.

Oh, yes, there is lots of cricket in France.

A few years ago there was no lawn tennis or football in France. Any team was thought good enough to play against the French. To-day, the Continent is running us very closely in most games. The Continental Edition must perforce have its special equipment of sporting writers and editors to deal with what is happening among French sportsmen and women.

The Afternoon Conference

At four o'clock comes the technical conference dealing with next morning's newspaper. This conference is attended by some of the night staff, who are to carry on the work of the day men. The *liaison* with all concerned in the production of a newspaper must be of the closest. Misunderstanding, friction, intrigue, and what the Americans call "office politics" are fatal.

At *The Daily Mail* no man is appointed to the Board of Directors unless he has proved himself to his fellow Directors that he is an expert in his particular department, and easy to get on with.

In an organisation of nearly three thousand people minute frictions and jealousies are likely to arise, but there are very few in an establishment where the higher positions of the undertaking are open to the humblest, and where everyone realises that on the

entrance of new blood into an organisation depends the future prosperity of all.

At the noon conference plans that may, or not, mature months ahead are often discussed. At the afternoon conference it is strictly the next day's paper that is dealt with.

The Editor-in-Chief

At six o'clock comes the Editor-in-Chief, the man of "Yes" or "No," who, having the full responsibility upon him, must have the final decision. Nor does his responsibility end when he leaves the office. Connected by a private telephone line at home, he can be called up in any emergency.

The paper has always at its service a number of experts, who are not necessarily journalists at all, but who can be consulted by telephone on scientific, medical, and other technical matters.

The telephone has been, indeed, an immense aid to journalism generally. The efficiency of the modern newspaper could not exist without it.

Concurrently with the arrival of the early Day Editors come the great staffs of clerks, many of them with particular technical knowledge of production and distribution; also the accountants, and many other clerical assistants. The Manager is at the head of these.

The system of Conferences introduced to daily newspaper production by *The Daily Mail* is carried on in many of these departments. There is really nothing new about them. They are as old as Caxton.

"Chapels"

Composing and distribution staffs are divided into "Chapels," each of which has at its head a "Father," elected by his particular fellows. It has been said that the "Chapel" system arose from the fact that Caxton first set up his Press at Westminster in a chapel.

The "Chapel" system has done much to aid the efficiency of trade unionism as applied to newspaper production.

In connection with *The Daily Mail* there are thirty "Chapels," representing thirteen Unions. These are really small elected committees which meet at stated intervals to discuss the work in which they are engaged, any grievances that may arise, and the rules and regulations of their trade, which in the case of the compositors are the growth of centuries.

The "Chapel" plan is undoubtedly the cause of the comparative absence of strikes and other disturbances which have so far but little affected newspapers. The "Fathers" of the "Chapels" and the Overseers are in daily touch, if they choose, with the Directors. It is a good system, and applied to other undertakings would prevent some of those apparently sudden outbreaks of Labour trouble which so greatly surprise the public. Often as not these disputes between Capital and Labour have been simmering for months before the public hears of them. They are frequently due to lack of "talking it over" between the Administration and the Workers' executive. They frequently arise from the election of directors who know nothing of the industry in which the workers are concerned.

In the production of *The Daily Mail* no one, director or worker, is appointed to any task for which he is not the best man or woman that can be found for the particular task.

The Day's Work

"The best men and the best machinery" have always been the aim of *The Daily Mail*. The variety of the editions and the enormous output make the finest appliances a necessity. The value of the machinery in use to-day in London and Manchester is over two hundred thousand pounds. The mechanical staff at Carmelite House number 1,025. There are 37 Linotype machines in the composing room, and the old-time hand-press for pulling proofs there has made way for electric proof-presses, with 30 revolutions a minute. The foundry began twenty-five years ago at 2, Carmelite Street, with two casting-boxes and one moulding-machine. To-day there are, in Carmelite House, five great Autoplate machines, which turn out for *The Daily Mail* alone 900 stereo plates a night.

The machine-room has grown with the paper. When it started *The Daily Mail* had two 2-reel Foster machines and one 2-reel Hoe, and was very proud of its plant. The circulation from the start was far too great for these machines to cope with, and plates had to be sent each night to various other printing establishments around.

To-day the machine-room in Carmelite House has twelve monster machines, Hoes and Gosses, mostly sextuples and octuples, capable of printing 816,000 copies an hour. There is, in addition, a stand-by plant in South London and machinery in Manchester. The total capacity of all these plants combined is 1,296,000 copies an hour.

This output baffles imagination. The newsprint necessary for a

full hour's output for all these machines, would be 130 monster rolls of paper, each weighing 12 cwt.

How News is Handled.

The news is sent during the evening to the sub-editors' room. It is the business of this department to put everything of a news nature—that is, apart from editorial and literary articles and the like—into the shape in which it will actually appear in the next day's paper; to verify all references, and to supply all necessary additional facts. There are no watertight divisions in Carmelite House. If one department can do a thing helpful to the other, it promptly does it.

When the news is sub-edited it is taken to the Manchester room, where it is immediately sent by a Creed transmitter over a telegraph wire to Manchester. This Creed transmitter is an exceedingly ingenious apparatus. A dozen men operate instruments with key-boards like typewriters, copying the articles sent from the sub-editors' room. These are reproduced in the form of a long tape with a treble line of punched holes. The tape is run through another machine, similar to a Wheatstone instrument, driven by an electric motor, and a facsimile tape is simultaneously reproduced in the Manchester office. This Manchester tape is then passed through another apparatus which automatically typewrites it in ordinary roman letters. One hundred and thirty words a minute can be transmitted from London to Manchester in this way. In other words, a column of matter in *The Daily Mail* can be sent in about ten minutes. Advertising pages, special articles, and the like, which can be prepared in advance, have already been set up in the composing-room in London earlier in the day, and sent to Manchester in moulds by train.

The Composing Room

After the "copy" is done with in the Manchester room, it is sent by pneumatic tube to the composing-room. There are pneumatic tubes throughout the sub-editorial departments, the composing-room, and the entrance-hall of Carmelite House to enable every piece of "copy" to be handled in the minimum space of time. In the composing-room the matter is set on linotype machines. Proofs of it are taken on an electric proof press, and distributed, one set going to the Paris room for *The Continental Daily Mail*. The different "takes" of "copy," as they are called, are put together into column form on galleys. The whole plan of the page in which they are to go has been made out beforehand.

"Make-up men," from the sub-editors' room, are at hand Making-up—that is, preparing the page as an artistic whole—is a modern thing. In olden days the master printer was left to make-up as he pleased.

The columns are slid in their places on the "stone," each page being made up separately, and are fastened together in a metal frame called a "chase." A proof is taken of this page, and carefully studied. Men seem to develop a sixth sense for instantly "spotting" any mistake, even to a turned letter on the page proof. The main news pages are circulated, by arrangement, in proof form, to various Continental, Imperial, and American newspapers, and from their London offices any important news item appearing in *The Daily Mail* is quickly sent over the cables to every civilised part of the world.

Working to Time.

Every stage of the process is timed. As soon as the chief sub-editor gives the word the forme of type is pushed along the smooth metal plate on which it rests, through an opening in the wall into the foundry on the other side. Here it is placed in a big pneumatic press, a *papier maché* sheet—a "flong" as it is called—is placed over it, and pressed down heavily, taking a complete reverse impression of the type. In other days wet "flongs" had to be used, requiring time to dry; to-day the "flong" is dry.

A group of experts at once pounce on the "flong," touching up, and packing. To the untrained eye, the mould looks perfect. These experts can see fifty little places where it can be improved. They work with lightning speed. When they have finished, the "flong" is carried to one of the great Autoplate machines, with its vat of bubbling stereo metal, and its glowing fire. These monster machines, which rank among the marvels of modern printing machinery, take the "flong," bend it to the right angle wanted for the printing presses below, and cast plate after plate in solid metal of the page. These are the plates from which the paper will be printed. The plates harden instantly. Buzzing saws trim them to the exact size, and they emerge perfect. There is no need to touch-up an Autoplate page. The whole time from the moment the forme is pushed through the opening between the composing-room and the foundry and the finish of the set of four plates is eight minutes.

In the Machine-Room.

The plates are taken down by lift to the machine-room in the basement. This great room is packed with giant presses—sextuples and octuples, reaching from floor to roof. It is as trim as the engine

room of a battleship. Every bit of machinery is in perfect condition, and must be, because there must be no delays here. The giant rolls of paper—each five miles long and weighing twelve hundred-weight—are run along girders to their places at the machines. The whistle sounds, the presses start, and the complete paper is poured out—pasted, folded, and counted in quires at the rate of 1,500 a minute on each machine.

From here they are taken up, by continuous lifts, to the publishing-room, where a small army of packers is ready to make up the bundles for despatch over half the country. In the courtyard and in the streets around Carmelite House, monster lorries, railway-vans, traps, fast motor-cars, vehicles of every description are waiting for their consignments. Everything is worked out to time. Ten minutes' delay and a hundred thousand people would not receive their copy of *The Daily Mail* that morning at the usual time.

When the Trains were Missed.

There was one occasion, and one only, when half of England failed to get its copies of *The Daily Mail* at the customary time. It was during the Boer War. A large number of papers had been printed when news came that a report of an alleged great success of the British in South Africa, which had been issued to all newspapers by a news agency, was false. Mr. Marlowe, the Editor, instantly issued instructions that not a single issue of the paper with the false news in it was to leave the building. A new edition was prepared, prominently contradicting the false news. Scores of thousands of copies of *The Daily Mail*, worth a considerable sum of money, were destroyed. The trains were missed, and newsagents irritated; but while every other newspaper came out with the false news, *The Daily Mail* appeared late, but appeared right.

In a description like this we have of necessity left out very much. To tell the whole story would require, not a brief chapter, but a book to itself. The tense excitement when a great news story comes in at the last moment, and every man has to strive furiously to get through to time; the tales of extraordinary difficulties that crop up, are romances in themselves.

Long Service.

The Daily Mail is very proud of its mechanical staff. Many of them have been with it from the beginning. The chief of the foundry, and the "boss" in the machine-room, came to it in its first days. The master printer joined it soon after the publication of

the first number, and he may be ranked as one of the original band. Quite a number of the men now at work in Carmelite House have been there over fifteen and twenty years. How splendidly their work is done can best be seen by examining any issue of *The Daily Mail* and noting its general excellence.

Were Old-Time Newspapers Better?

The newspaper is largely the child of prevision. Some foolish person once spoke of the alleged superiority of the newspapers of the past. It happens that there are scores of collections of these journals in public libraries and elsewhere, and a glance even at the best of them is a melancholy task. They did not think or act, but simply recorded—and what records! The best of them gave, as a rule, a whole page a day to minor crime—reports of the police-courts, including many cases not fit to read; inquests and the rest, all dragged out to interminable length.

Most of these reports were supplied by persons known as “penny-a-liners,” but some newspapers prided themselves on having special reporters for this odious work.

XIV.

The Most Successful Advertising in the World.

THE history of modern advertising can be read in the pages of *The Daily Mail*. Twenty-five years ago newspaper advertising was very little understood. Most papers would not permit display or illustrated advertisements. Advertisers themselves objected to them. Great industries, to-day the largest advertisers, either did not use the Press at all, or published their announcements in such an unattractive form that they obtained, many of them, no profitable return. The average business man looked upon advertising as a waste of money, and he was right, so far as most of the advertising was written and printed in those days.

A few firms, notably Messrs. Pears, were leading the way towards better methods. The most imposing announcements in newspapers a quarter of a century ago dealt with patent pills, ointments for skin troubles, and other similar nostrums. Great merchant princes naturally did not like having their announcements alongside such publicity. Retail merchant advertising—to-day the biggest of all—scarcely existed.

To-day the advertising pages in *The Daily Mail* are as interesting to readers as any other part of the paper, and are as widely read. They are as carefully prepared, edited, illustrated, and arranged as are the news pages. The Advertisement Manager is able to select and reject because many more advertisements are offered to *The Daily Mail* than it can possibly insert, and from £5,000 to £10,000 worth of advertisements have often to be refused in a week.

In selecting what is to be accepted and what not, the general interest and novelty—in other words, the “news value”—of the announcement are always kept in view. The announcement, costing possibly £10, of a new patent rake, would be given preference over a “repeat” advertisement valued at £50. The patent rake is of news value; the “repeat” advertisement may not be. This

policy strictly applied is ultimately to the interest of the big trader whose announcements are sometimes excluded, for it makes the advertising pages read.

Then and Now.

Judged by the standards of to-day the announcements of a quarter of a century ago presented some remarkable features. Where display advertisements were permitted, the writers attempted to crowd all that they could in the space at their disposal, and to put it in the blackest and biggest possible type. They aimed at killing every other announcement. This was the same crude plan that induced the tradesman in those days to crowd all that he could into his shop windows. Modern tradesmen and modern advertisers have since discovered that it pays to display artistically a few things only, and to give them space to make them attractive.

The advertiser of yesterday had the idea that mere repetition without reason would sell his goods. He would proclaim in big letters that his soap or potion was "THE BEST," but he would not tell WHY it was the best. To-day no good advertiser omits the "reason why." Cadbury's Cocoa was one of the pioneers, in 1897, in "reason why" publicity.

The First Full Page Advertisement.

The first full-page advertisement in *The Daily Mail* appeared on the back page in August, 1896, and cost £75. The same advertisement on another page (for the back page to-day is a picture page) would now cost £1,000. Gradually advertisers began to try to open friendly relations with their readers. There came a series of puzzle competitions by advertisers. Then "reader" advertisements—that is, advertisements written like news items, but marked "advertisement"—began to make their appearance. There were four or five in one issue early in 1897, and they were of short length—five or six inches at the most. These soon grew in number and in length, and later were discouraged as likely to deceive the reader.

A new departure in 1897 was made by a watchmakers' organisation, which gave illustrations showing what their watches actually looked like. This advertisement was the forerunner of the departmental store advertising.

"Class" and Publicity.

There is "class" in advertising as much as in ordinary affairs. The great merchant prince, the maker of first quality goods, does not like his announcements to appear on the same page, or

even in the same paper, as obviously "quack" medicines or "catch-penny" manufacturers. He feels, and rightly feels, that it takes from the dignity and value of his announcement almost as much as though he and the cheap jacks were bidding against one another in adjoining shops.

The Daily Mail resolved to concentrate its energies upon the highest class of advertisers, and to exclude the others. Doubtful announcements are excluded as a matter of course. But *The Daily Mail* goes very much beyond this. There are certain advertisers who obtain ready publicity elsewhere who cannot obtain a line of space in *The Daily Mail*, however often they apply. They cannot understand why. *The Daily Mail* made independent inquiries about them, and the result did not satisfy it that these advertisers would give the public real value. *The Daily Mail* appreciates the goodwill of its readers too much to aid, even passively, in injuring them.

How Mistakes Arise.

Any complaint about goods supplied through an announcement in *The Daily Mail* is at once investigated and a satisfactory explanation is obtained or the advertisement does not go into the pages of *The Daily Mail* again. Nearly all complaints, it may be said, are now due to a few causes. Often enough the person who writes to the advertiser omits to put his or her address or puts the wrong address; sometimes letters are lost in the post.

In order to open up fresh fields of advertising, *The Daily Mail* began a systematic and elaborate investigation into industrial conditions in this country. Great industries that did not advertise were analysed. Would it pay them to advertise, and if so, what would be the best way for them to do it? It is easy for an expert canvasser to secure a few large contracts by personal persuasion. *The Daily Mail* wanted, not occasional orders, but permanent business. The investigations revealed some very curious trade customs which at the time prevented many manufacturers from saying anything about themselves. Business had been done on a basis by which the middleman got all the credit, and the very name of the manufacturer was, as a rule, unknown to the buyer. *The Daily Mail* did much to bring the manufacturers out into the open and to encourage them to brand their wares and put their name and trade-mark behind them. This system is unquestionably to the advantage of the general public.

Illustrations in Advertisements.

The use of illustrations in advertising has been a slow development during the past quarter of a century. Here the skill of the printer and engraver, and the improvements in newspaper printing, run parallel with the development of better advertising. In the early years of this century *The Daily Mail* devoted a great deal of attention to printing half-tone blocks on fast rotary machines. At the time this was considered impossible. The first half-tone illustrations in *The Daily Mail* did not appear until 1904, and would seem to us to-day very poor affairs. Now *The Daily Mail* regularly prints a whole page of half-tone pictures daily, besides half-tone illustrated advertisements.

Line drawings are still, however, preferred by the majority of advertisers, and line drawing for *Daily Mail* advertisements has been raised to a very high point of excellence. The crude drawing of even a dozen years ago has given place to really beautiful work. Business houses have discovered that it pays them to spend money on the harmonious and attractive appearance of their announcements. First-class artists are being increasingly employed. Here is a case where experience has proved that it pays to give the best.

London's Merchant Princes

Twenty-five years ago retail merchants scarcely advertised at all. They themselves were very small affairs compared with the gigantic establishments of to-day, and the few announcements made by them mostly took the form of lists of bargains offered at their periodical sales. The great shops, encouraged to experiment, were brought to realise that the nation-wide sale of *The Daily Mail*, and its popularity among women readers, opened up an entirely new field for them. They found that they had the equivalent of a shop-window in every village and town throughout the kingdom offered to them. They gradually increased their space, and found that the more space they took, the more their business grew. Anyone who takes the trouble, can trace out the exact growth of the extension of the greatest London stores by their advertising in *The Daily Mail*. One large undertaking decided a year or two back to cut down its advertising expenditure, believing that, as it had now secured its public, it was no longer necessary. It found that its sales immediately dropped. The two greatest groups of stores in London, the Barker group (consisting of Messrs. Barker, Pontings, and Derry & Toms) and the Harrod group (Harrods, Swan & Edgar, and Dickens & Jones), both spend considerably over £100,000 a year in advertising in *The Daily Mail* alone. Their advertising expenditure has gone up

year after year because they find that it pays them. The stores and kindred advertisements in *The Daily Mail* are to many women readers the most interesting matter in the paper.

Book Publishers.

Another campaign was directed towards publishers of books. Book advertisements had up to now followed the old-fashioned plan of close setting, small type, and absence of display. The conventional announcement of a new book with the name of the publisher and author, the price, and a line or two of quotation from a favourable review, has been mere wasted outlay of most authors and publishers. Why should the publishers not appeal to their readers in a way that other business men found profitable?

The publishers responded to the idea and the display advertisements of new books became a very attractive feature. One publisher took a whole page to announce a new novel by Hall Caine, probably the only whole-page advertisement of one book that has ever appeared in the daily press. The development of publishers' display advertising was checked by the War, and by the rapid increase of cost of production, and the uncertainty of book prices, which have done much to hamper the book trade. In due course, when things are more settled, they will return again.

Railway Announcements.

Railways and seaside resorts, up to fourteen years ago, relied upon expensive booklets which they distributed freely to people who wanted them. They, too, were persuaded that they could obtain greater publicity at less cost in the pages of *The Daily Mail*. A campaign, worked in connection with the London & North-Western Railway on behalf of the North Wales seaside and watering places, was such a success that these resorts were overwhelmed with visitors and had a longer and more prosperous season than ever before. The Great Western were also early pioneers, and other railways soon followed suit.

The advertisement columns of *The Daily Mail* have really become the greatest shop-window in the world. They have opened up new markets to the progressive business man. They have benefited the people living in out-of-the-way parts because they have brought to them all the possibilities of the best and the most economical shopping in the world. They have forced the small tradesman in the small town to wake up and modernise his ways, because the most up-to-date business houses in Europe have come as his competitors to his very door.

Financial Advertising.

Not the least service rendered to the business community by *The Daily Mail* has been to put the big issuing houses into touch with the small investor. In former years promoters of new companies had a very restricted field for appeal, but the ever-increasing sale of *The Daily Mail* in hitherto inaccessible parts of the country put them into communication with hundreds of thousands of clients.

There has been, thanks to the publicity of *The Daily Mail*, a vast increase in shopping by post in recent years. In the opinion of many who can speak with authority, this is going to be one of the big developments in the business of to-morrow.

A most momentous event in the history of advertising is the use the Government made of it in the War. Thousands and thousands of pounds were expended on the Press to educate the public and to secure recruits and money. Here again *The Daily Mail* had foreseen the course of events, for, many years before the War, it submitted a page advertisement to the War Office, designed to secure recruits under the old voluntary system. The War Office said the advertisement made Army life too "rosy." They were advised to alter the Army system to conform to the advertisement. The page did not appear.

Only Interesting Advertising Wanted.

The Daily Mail will only accept good advertising. It has established and maintained that rule in the interests both of its advertisers and of its readers. But it does not expect good advertising to come to it without any effort on its part. It has maintained, and still maintains, agencies to help possible advertisers and to develop new fields. One very important part of its advertising staff is known as the "Ideas and Development" Department, whose special work is to create new advertisers—to show the man who wishes to launch out in this new field, or wishes to enlarge his field, how to make the best use of his opportunity, and how best to interest and convince the public. The Department works well ahead, and the manager's diary is as crowded as that of the Editor. The day after the birth of a certain Royal Prince was announced, *The Daily Mail* published a page of advertisements of foods and other things for the welfare of baby. Those advertisements had been in type in *The Daily Mail* office for months in anticipation of the happy event!

Advertising, like everything else, depends finally for its success or failure on two things—character and knowledge—character, which wins and retains the confidence of buyers, and knowledge, which enables the expenditure upon advertising to be employed in the most profitable way.

In this connection *The Daily Mail* gladly acknowledges the important part which Advertising Agents play. Instead of acting as mere space brokers, as formerly, they have become real commercial advisers, and many of them now give a wonderful service to the advertiser.

The Net Sales Campaign.

The Net Sales Campaign begun by *The Daily Mail* in the autumn of 1920 was of vital importance to advertisers. Seventy years ago the great English newspapers published their net sales as a matter of course. In recent years large numbers of papers have refused to disclose their sales. They make vague and unproved claims about their "circulation," or allow others to make the claims for them. Some papers, for example, multiply every copy printed by five—on the grounds that each paper is read by five people, and announce this as their "circulation." Others state the "circulation" at the number of copies sent out on "sale or return." Half or more of these copies may be returned by the trade unopened; still they are counted as sales.

The system was denounced by *The Daily Mail* as "grossly unfair both to advertisers and a great part of the Press. The advertiser is duped and papers of large influence find themselves deprived of advertisers by unscrupulous opponents who hint at or openly claim larger sales. The bane of the advertising world is the word circulation, which merely means the number of copies printed—a totally different thing from the number of copies sold. Get rid of the word circulation! Publish a six months' net sale certificate and *advertising would be placed upon the same honest basis as banking.*"

The Net Sales Campaign aroused immediate response from leading advertisers and from many other newspapers, including leading trade newspapers. It brought as many letters from the public as from advertisers, and was taken up with special keenness by the leading advertising agents.

The Daily Mail practises what it preaches. Its own figures are *Net Sales*, certified by eminent chartered accountants. Figures prepared on any other basis are not worth attention.

The Council of the Association of British Advertising Agents (Incorporated) passed a formal resolution welcoming *The Daily Mail's* campaign and promising always to give preferential consideration in preparing advertising campaigns to publications willing to give their net sale figures. This Association includes practically every advertising agency of any standing.

The Association of British Advertising Agents is now working to bring matters to a point where the British Press shall do the same as the Press of Canada and the United States does—that is, publish its net figures as a matter of course. When this is done there will be some startling surprises.

Advertisers can only tell if they are getting what they pay for if they know the net sales of the papers their announcements appear in.

The Net Sales Campaign is a move in the direction of maintaining honesty in British journalism.



(G. C. Beresford.)

Sir W. BEACH THOMAS, K.B.E.



Mr. CHARLES E. HANDS.



(E. O. Hoppé.)

Mr. WARD PRICE.



(The Times studio.)

Mr. VALENTINE WILLIAMS.



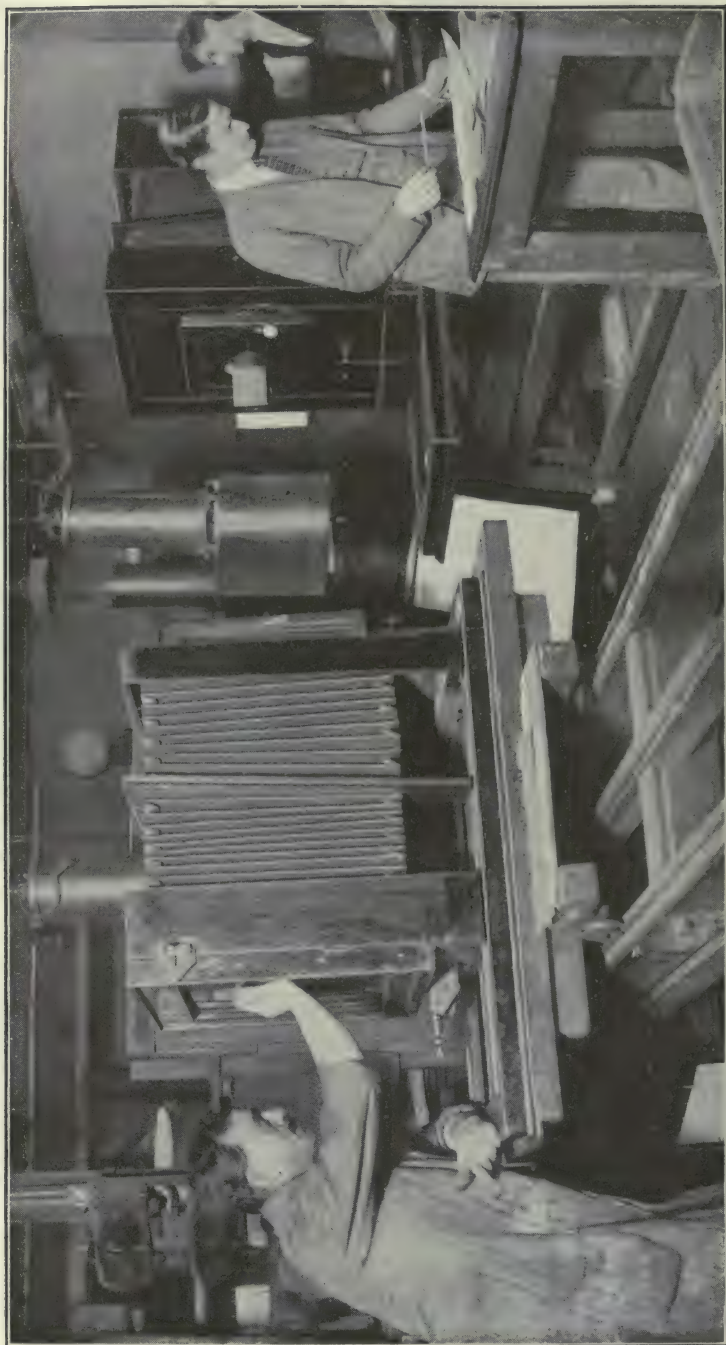
(C. Fandyk.)

Mr. HAMILTON FYFE.



Mr. J. M. N. JEFFRIES.

Some DAILY MAIL War Correspondents.



THE PHOTOGRAPHIC DEPARTMENT AT CARMELITE HOUSE.

XV.

One Million Three Hundred and Sixty-five Thousand Daily.

THERE is no secret about the sales of *The Daily Mail*. From the first number until now the figures have been frankly and fully stated. Starting with about 171,000 a day (apart from the exceptional demand of the first week), the sales rose steadily to over 400,000 early in 1898, and 500,000 early in 1899, reaching temporarily during the Boer War a total hitherto unknown in British journalism—over 1,100,000 a day. This high-water mark was not maintained after the war, except on certain special occasions, such as the death of Queen Victoria and the death of King Edward, when close on a million and a half were sold.

At the start of the Great War in 1914, the sales rose to considerably over 1,100,000 a day. They declined for a short time in 1915 as a result of the Shell Campaign, but when the public discovered that *The Daily Mail* was right, sales steadily rose again until by the close of 1916 they had reached nearly a million and a quarter. When in March, 1917, *The Daily Mail*, in common with its contemporaries, raised its price from a halfpenny to a penny on account of the greatly increased costs of production, there was a drop to less than 850,000. But almost at once the paper began to mount again. The continuous increase from then until now is the most remarkable sales record in world journalism. By the latter part of 1918 the million mark had been passed once more. Early in 1920 the average daily net sales were over 1,200,000; a few months later the average was over 1,250,000, and by April 1921 over 1,365,000 a day. The ordinary daily sale at present at a penny is as great as in the exceptional days of the past at a halfpenny.

Twenty-five years ago London newspaper men regarded the great sales of Paris and New York journals with envious admiration. To-day, New York and Paris look to London. *The Daily Mail* has left their records far behind.

Here are some past records :

March 2, 1900	1,320,373 ..	Highest figure during Boer War.
January 23, 1901	1,493,653 ..	Death of Queen Victoria.
February 4, 1901	1,418,359 ..	Funeral of Queen Victoria.
May 7, 1910	1,409,223 ..	Death of King Edward.
May 21, 1910	1,421,467 ..	Funeral of King Edward.
June 23, 1911	1,425,869 ..	Coronation No. King George V.
August 4, 1914	1,393,645 ..	Great War. First week.
August 5, 1914	1,492,374 ..	Great War. First week.
August 6, 1914	1,490,516 ..	Great War. First week.
August 7, 1914	1,494,470 ..	Great War. First week.
August 8, 1914	1,488,947 ..	Great War. First week.
August 10, 1914	1,443,451 ..	Great War. First week.
August 11, 1914	1,420,308 ..	Great War. First week.
December 17, 1914	1,489,733 ..	Bombardment of Scarborough.
May 8, 1915	1,478,850 ..	Lusitania torpedoed.
May 17, 1915	1,402,580 ..	Zeppelin raids Kent Coast.
May 24, 1915	1,414,808 ..	Italy declares War. Whit Monday.
June 7, 1916	1,445,986 ..	Lord Kitchener drowned.
September 4, 1916	1,403,652 ..	Zeppelin destroyed near Enfield.

Two Golden Numbers of *The Daily Mail* have been published, the first for Queen Victoria's Diamond Jubilee, and the second as a Peace Souvenir, on June 30, 1919. The demand for the Diamond Jubilee Golden Number was such that it was impossible to meet it, although every printer in London who could do this kind of work was pressed into service. Copies of this Diamond Jubilee Number are now highly valued by collectors, and priced accordingly. 259,000 copies of the Peace Souvenir were sold ; copies of it, too, are more and more, as time goes on, increasing in value.

What Distribution Costs.

The average cost of distribution from the London and Manchester offices is about £5,000 a week. Parcels are sent to nearly 3,000 direct agents each day, and these in turn distribute to their own local centres. The great wholesale distributors, like Messrs. W. H. Smith & Son, and Messrs. Horace Marshall & Son, receive their papers in bulk, and themselves sort out and distribute to the large number of retail newsmen who are supplied direct by them. Formerly all newspapers were supplied to the trade through the wholesale agents. *The Daily Mail* was the first London morning newspaper to establish the system of having direct local agents of its own in the provinces.

The supply of papers to big centres, or centres within easy reach of the railways, is comparatively easy. The problem of supplying outlying districts is more difficult. There are large numbers of scattered communities, lonely villages and hamlets, in the North, in Wales, and in Cornwall and Devonshire, often difficult of access because of the poor roads, that would be under ordinary circumstances quite out of touch with the daily press. The parson and

the doctor in olden days possibly received their London morning papers the day after publication. So far as the main body of the people were concerned the daily press did not exist.

Reaching Outlying Districts.

A determined effort has been made with great success to reach these people. Special distributing services have been arranged—at times by motor-cars, motor-cycles, carriers' carts, and the like—to cover the whole country. These services are often very costly. In one area in the south-west of England it was calculated that for a considerable time every copy of *The Daily Mail* sold cost fourpence in expenses for distribution. But sales rapidly increased, and the venture was worth while.

Some of the smaller villages most difficult to reach are within comparatively easy distance of London, where unsuitable local train services make early delivery impossible. In Somerset and in Suffolk motor services supplement the train service to outlying towns and villages.

The Daily Mail can be had each morning under normal circumstances over the greater part of England, Scotland, Ireland and Wales. It is on sale each day in the following centres at :

Kingstown, 6.15 a.m.	Dublin, 7 a.m.	Belfast, 9.55 a.m.
Cork, 11.35 a.m.	Aberdeen, 8.45 a.m.	Glasgow, 5.30 a.m.
Dundee, 8.44 a.m.	Inverness, 11.0 a.m.	Carlisle, 4.15 a.m.
Cardiff, 5.55 a.m.	Plymouth, 7.35 a.m.	Penzance, 11.35 a.m.
Carnarvon, 5.5 a.m.	Cardiff, 7.53 a.m.	

The Continental edition with all the English news can be obtained in Paris at 5 a.m., at Fontainebleau at 7.30 a.m., and over large parts of France in time for *petit déjeuner*. It reaches districts as far apart as Biarritz, Marseilles, Amsterdam, Brussels, and the occupied territory of Germany on the day of publication.

The Circulation Staff.

In order to keep in touch with the entire country from a selling point of view a staff of about seventy is employed by the Circulation Department. Most of these are travellers, each given charge of a special area. They get to know the agents, see that the contents bills are properly exhibited, and suggest new means of distribution. They do more than this. In some ways they are in closer touch with the people of this country than it is possible for anyone remaining in London to be. Their reports help to keep headquarters in direct contact with every movement of popular opinion.

During the Railway Strike of 1919 *The Daily Mail* was despatched in three-ton lorries over an area of about seventy miles from London.

The parcels were then transferred to fast motor-cars driven by local drivers, who took them to the direct agents in areas allotted to them. In this way the country was supplied with its papers, despite the strike. It took under ten hours (including stoppages) for the papers to reach Plymouth from London, an average of twenty-four miles an hour in the dark.

Daily Mail Free Insurance.

The Daily Mail Free Insurance has been on the whole successful in pleasing regular readers. The idea of free insurance by periodicals is not, of course, new, but *The Daily Mail* has carried it to a greater degree and planned it on a more generous scale than any other daily paper.

On January 1, 1914, *The Daily Mail* first offered a generous measure of free accident insurance to every reader who registered for benefit.

Under this offer £19,300 has been paid in death benefits alone, including sixteen claims of £1,000 each. Some interesting cases are:—

£250 was paid to the husband of a woman who was killed within two minutes of posting the insurance registration form. Three registered readers were killed in a single railway accident. Their three widows were paid £1,000 *each*. Two friends (both registered) were killed in one motor-car accident. £100 each was paid to their dependents. A Doncaster reader was injured in two different accidents. On each occasion he was paid £3 a week while disabled. In seventeen cases *The Daily Mail* paid *double* compensation where husband and wife have both been injured. (Under the offer a wife's registration covers both husband and wife for all travel accident benefits). The widow of a reader drowned while salmon fishing was paid £250. Two £1,000 claims were paid when the Irish mail boat *Connemara* was sunk.

During the War all registered readers were offered free benefits under *The Daily Mail* "Sea and Air Raid Fund," in addition to the accident insurance.

Reader victims of these raids totalled 2,230, and the payments reached £36,278; £7,400 was paid in death claims alone.

Damage to readers' homes was one of the benefits offered, and in eleven cases £300 each was paid to readers under this head. A blinded reader was paid £200, and another received £100 for the loss of a limb. Five V.C.'s were paid £100 during the War because they or their wives or parents were registered readers of *The Daily Mail*.

XVI.

Exhibitions and Competitions.

SOME of *The Daily Mail's* most striking departures from conventional journalism have been forced on it by events.

The Exhibitions began in 1908 out of an attempt to help the lace industry, which was then in a bad way. An Exhibition of British and Irish lace was opened at the Horticultural Hall in March. It was a very modest affair, compared with later ventures, but it was so successful, and created so great a demand for home-made lace, that it showed the way to bolder departures.

In the same year the first of the Ideal Home Exhibitions was held. *The Daily Mail*, from its first number, took its stand as a home paper. It has always recognised that the family is the basis of our national life, and anything which makes for the betterment of the home is worthy of at least as much attention as the arid debates and wearisome sham fights of professional politicians. The Ideal Home Exhibition was framed to show how to build, equip, and maintain better homes. A competition was arranged in advance among architects for plans for the best house, costing £1,000, £750, and £500. Mr. (now Sir Edwin) Lutyens was the adjudicator, and the successful designs were very largely used as the basis for domestic architecture in England up to the outbreak of the War.

The Ideal Home.

Up to this time the average man who desired to build a house for himself was virtually at the mercy of builder and architect. Manufacturers, in the great majority of cases, did not come into direct contact with the purchasers, and did not show their goods to them. People had to take what was given them. The Ideal Home Exhibition revealed new possibilities for home-making. Most visitors frankly owned up that they had no idea that houses could be made so comfortable or so beautiful. The Exhibition undoubtedly did much to stimulate the planning and building of individual and distinctive homes.

The Ideal Home Exhibition was so successful that there came urgent demands even before it closed that a second should be arranged. The attendance had surpassed all expectations. Unlike many Exhibitions, this had been crowded from the opening day to the close. The people came for something more than idle curiosity. Exhibitors declared that they had booked more orders in a single day than they expected for the whole time.

The Exhibition of 1908 was the first of a series in 1910-12-13 and 1920. Each successive exhibition was a fresh departure, with new features and new ideas for the home.

Some Picturesque Features.

On the occasion of the second exhibition in 1910 a Tudor village was shown with its quaint half-timbered, cottages grouped about a village green and beds of gaily coloured flowers around. In 1912 this gave place to a typical Dutch village with the inhabitants in national costume. The village was intersected by canals, and spanned by bridges, and there was also a bulb field with over 50,000 tulips in blossom. Another object of much interest was an ideal house built in the record time of nine days, ten and a half hours, and furnished throughout. It was a solid brick, eleven-roomed villa, built from the plan of Reginald C. Fry and H. Clarke, jun., whose design had won the £100 premium offered. Its construction was executed by a picked body of skilled artisans, who worked in a double shift, day and night, and placed over 250 tons of material in position within the ten days. A Russian village figured in 1913, and in 1920—after the Great War and when the housing problem was the question of the moment—six blocks of workmen's cottages exhibited by the Ministry of Health formed a centre of considerable attention.

Encouraging Home Building.

Immediately hostilities ceased in 1918 *The Daily Mail*, realising the necessity of building houses, at once set to work in promoting the great exhibition of 1920, which was visited by the King and Queen and Princess Mary, and to which no fewer than 325,000 people paid for admission. In February, 1919, it offered £2,000 in prizes for the best designs. The whole country was divided into four areas, and £500 set aside for each. Assessors were appointed to adjudicate, and in the northern, midland, and southern sections the prizes were awarded. In the Welsh area, however, the prize was withheld because a sufficiently high standard had not been attained. Another £400 was also given for a design for the best labour-saving house.

This house, two rooms of which were shown at the Exhibition, was the envy of every housewife. Some of the main points in it were stated in *The Daily Mail* at the time: Not a dust harbour in the house; no corner; surface of walls, floors, ceilings, doors and windows easily cleaned; bright metal fittings eliminated and enamel substituted; floors damp proof; windows hung and built in steel frames; kitchen appliances so grouped as to ensure the minimum of labour; kitchen equipment fixed on brackets or stands, thus facilitating the cleansing of floors; kitchen cabinet enclosed by folding-doors, and larder fitted with removable glass shelves. The heating of the whole house was by means of an anthracite furnace, which also provided the hot water for the house. Radiators in all the rooms hung on hinges in such a way that they could be swung out from the walls so as to be able to sweep behind. It was estimated that the appliances in this house saved at least the work of two servants.

The Village of *Dailymail*.

The outcome of the Exhibition of 1920 was the establishment of *The Daily Mail* village, now in course of construction at Welwyn Garden City, Herts. The first sod was turned by Lord Hampden on June 9, 1920, and on the occasion Mr. Marlowe, speaking on behalf of Lord Northcliffe, explained that the village was an extension of the idea begun in the Ideal Home Exhibition, and it was Lord Northcliffe's desire that it should be a lasting memorial to the enterprise of British builders at the time of national crisis. The village will be called *Dailymail*.

The Efficiency Exhibition.

The Efficiency Exhibition in February, 1921, was somewhat in the nature of a new departure, and was, if anything, more successful than its predecessors. The King and Queen, the Prince of Wales, Princess Mary, and other members of the Royal Family visited it. Its object was to stimulate greater efficiency, both as regards capital and labour. It offered four external scholarships for the Bachelor of Commerce Degree of the London University for four years each of the value of £250 to British-born students engaged, or about to engage, in whole-time employment. Important conferences held daily during the progress of the Exhibition were a striking testimony to its stimulating influence.

The value of these exhibitions from the trade point of view has been undeniable. A large proportion of the firms that took space in 1908 have done so on each occasion since, while for any space available there has always been the keenest competition.

The Daily Mail has frequently sought to interest its readers by offering substantial prizes to promote objects of beauty or common utility. These competitions have been framed in such a way as to ensure that even those who do not win the prize gain in interest and knowledge by their work.

£1,000 for a Bunch of Sweet Peas.

A typical example of this was the Sweet Pea Exhibition in 1911, when *The Daily Mail*, in order to popularise gardening, offered £1,000 for the best bunch of sweet peas. No fewer than 38,000 bunches were received at the Crystal Palace on the day appointed for the competition. The prize went to a Scotch grower, whose wife was also a successful prize-winner. In 1912 a fifty-guinea gold cup was offered for the best new rose. The winning bloom (Mme. Edouard Henriot) is now a popular inmate of many an English and French rose garden. To encourage the productiveness of small gardens in view of the War, a vegetable show was arranged under the auspices of *The Daily Mail* in 1915, and prizes of over £1,000 offered.

In 1908, in order to encourage smallholders and help in settling small farmers on the land, a farm of fifteen acres was purchased, and a typical townsman was put in charge in order to prove that with a fair start such a man could make farming pay, even on this side of the Atlantic. The holding was fully stocked, and buildings and capital were provided. The experiment proved a most gratifying success, and a great stimulus was given to tenancies under the new Small Holdings Act.

Intensive Gardening.

About the same time Mr. (now Sir W.) Beach Thomas, whose strenuous advocacy led to the starting of the farm, explained in *The Daily Mail* the advantages to be gained by the French intensive method of cultivation. His articles resulted in many people adopting this method, and early vegetables were grown under *cloches* on heavily manured ground instead of being imported from abroad.

To encourage good shooting *The Daily Mail* in 1908 gave an Empire Cup—probably the largest in the world—to be competed for annually by British marksmen in every part of the Empire. In 1916 the paper organised an Active Service Exhibition, which, after lasting in London for several months, was repeated in Liverpool and Glasgow. It was held on behalf of the Red Cross Society, and yielded the Society a very large sum.

In this exhibition everything was done to enable people at home to realise the conditions under which our troops lived in France.

Men constructed full-sized trenches, dug-outs, observation posts, and so forth, under the guidance of officers who had seen service at the front. War surroundings and conditions were reproduced as faithfully as possible.

In 1912 £1,000 was offered for the best set of twelve amateur photographs presenting holiday happiness. Its attention thus turned to the holiday maker, *The Daily Mail*, in 1914, started its "Earlier Holiday" movement, with the result that the Great War did not rob all of their holiday. This movement has been vigorously taken up by the railway companies and seaside resorts, and the hoardings in London to-day have huge placards pointing out the advantages of early holidays.

Standard Bread.

The Standard Bread campaign in 1911 was begun to secure for the British people a properly standardised bread containing at least eighty per cent. of the whole wheat including the germ and semolina—the delicious old farmhouse and cottage bread which made the bone and sinew of Englishmen and the beauty of Englishwomen famous before the craze for white starch bread began. *The Daily Mail* backed its campaign by a £100 prize and a sixty-guinea cup for the best standard loaf, and over £500 in other prizes. At the Agricultural Hall, Islington, 3,500 loaves alone were exhibited, while numerous other prizes were given all over the country. Carmelite House was besieged with standard loaves from enthusiastic makers. Incidentally, the campaign was effective in reviving the making of home-made bread in many households, and has led to the consumption of an immensely increased quantity of wholesome and other better breads.

Home-Grown War Food.

While the Great War brought most exhibitions and competitions to a stop, it led directly in 1915 to the organisation of a remarkable *Daily Mail* display of home-grown war food. One thousand five hundred and fifty pounds had been offered in prizes for home-grown produce, and twenty thousand men and women competed. The prize list showed that they came from every quarter of the United Kingdom, and every class. Dukes and members of Parliament, farmers and professional men, working men and women of all social grades competed. Sir Horace Plunkett, who opened the show at the Horticultural Hall, London, said that he knew it was a patriotic endeavour, and not a mere journalistic enterprise, because he had himself given the best years of his life to food production, and he had never found it popular. Those who remembered

the difficulties which he himself had encountered in his patriotic work for Irish agriculture understood his reference. "I have not come," said he, "to praise *The Daily Mail*, but I believe the service that this paper is doing is far greater than any of us realise to-day."

The Wonderful Egg Campaign.

In 1910 *The Daily Mail* undertook investigations into how far poultry can be profitably kept by the smallholder. A whole series of elaborate and extensive investigations was conducted. The outcome of these was the institution of *The Daily Mail* egg-laying competitions. A thousand pullets, in pens of four, sent in by small poultry keepers, were kept for four months, from October 1, 1919, on the Great Eastern Railway Co's. farm at Bentley, in Essex, and the laying qualities of each pen carefully recorded. Prizes, totalling £250, were offered. The results obtained were very remarkable. The thirteen winning pens laid an average of 301 eggs each within the four months, the first prize pen laying at the rate of 84 $\frac{3}{4}$ eggs per bird.

Record Egg Production.

These 52 hens were offered for sale in the Ideal Home Exhibition of 1920. *The Daily Mail* itself purchased them for £864, out-bidding everyone else, and offered the eggs for sittings. The hens were returned to the farm, where they were kept and the laying recorded exactly as during the test. One pen of Black Leghorns laid 246 eggs each in the year, a world record for that breed.

The Daily Mail has gone on carefully selecting birds for their laying qualities and distributing the sittings among smallholders all over the country, giving preference to ex-service applicants. Laying in poultry is a matter of strain. Properly selected birds will yield two and three times as many eggs as the old barn door variety. *The Daily Mail* campaign for better poultry has conclusively demonstrated that eggs may be obtained all the year round at an average price not exceeding 2d. each in one place, and one place only. That is in the back garden.

In 1913, to encourage golf, Gold and Silver Challenge Cups were offered for competition among the golf champions of the English, Irish, and Scotch Unions, and in 1919, 1920 and 1921 *The Daily Mail* gave over £1,600 for competitions between the leading professionals of the world.

Village Signs.

At the Royal Academy banquet in 1920, the Duke of York (Prince Albert) suggested a revival of village signs. *The Daily Mail* immediately offered £2,100 in prizes for the best village signs.

This was in addition to £100 offered by Lord Northcliffe for the best sign for *The Daily Mail* Ideal Village. Sir Aston Webb, President of the Royal Academy, was one of the judges of the 617 designs sent in. They were exhibited at Australia House, Strand, in October, 1920, and the Duke of York, who opened the Exhibition, said one could see in them history artistically expressed and tradition pictorially displayed.

1920 was a record year for *Daily Mail* prizes.

In July £100 was given for a poster design to advertise *The Daily Mail* Efficiency Exhibition held in February, 1921.

In August £100 was offered for the best design for an all-the-year-round hat, now known as the Sandringham Hat. More than 6,000 people competed, and over 40,000 designs were sent in. *The Daily Mail* Hat has not as yet been a *Daily Mail* success. Amateur photographers were offered £100 for the best snapshots. Over 100,000 snapshots were received.

Children's Holiday Prizes.

Nor were the children forgotten. A holiday competition for those under 16 was arranged during the summer at the seaside, and £1,146 distributed in prizes. The task set was to design in natural materials a phrase setting out the figures for *The Daily Mail's* world's record net sale. This competition was renewed in 1921, £1,146 being offered in prizes.

£1,000 was offered for the nearest estimate of the actual circulation of *The Daily Mail* during September, 1920. This was divided between two young women who each sent in figures within one of the correct total.

For the winter months of 1920-21 prizes were offered to the value of £1,142 for competition games for school, home, and garden for children, with special awards for teachers.

There are yet more to come.

DAILY MAIL PRIZES.

(APART FROM AVIATION PRIZES.)

- 1908. Gold Cup for Empire Marksmen.
- 1908. £75, and Gold, Silver, and Bronze Medal. Best designs three classes of cottages.
- 1908. £250. Best built and furnished house (on paper).
- 1910. £250. Ideal Room and Ideal House (on paper).
- 1911. £1,000. Best bunch of sweet peas.
- 1911. £600 and 60 Guinea Cup. Best Standard loaves.
- 1911. £150. Best essays on "From Forest to Breakfast Table."
- 1912. 50 Guinea Gold Cup. Best new rose.
- 1912. £1,000. Best set of twelve amateur holiday photographs.
- 1912. £100. Best design of Ideal House.

- 1913. £100. Best design of Ideal Cottage.
- 1915. £1,000. Best war photograph.
- 1915. £1,150. Best vegetables from small gardens.
- 1915. Gold and Silver Challenge Cups for golf.
- 1919. £2,000. Best designs for Ideal (workers') Homes.
- 1919. £400. Best labour saving house.
- 1919. £580. For professional golfers.
- 1920. £580. For professional golfers.
- 1920. £100. Best village sign for *The Daily Mail* village.
- 1920. £2,100. Best designs for village signs.
- 1920. £1,000. Net sale. Estimate competition.
- 1920. £500. Barry's stake money for world's sculling championship.
- 1920. £1,146. Children's Holiday competition.
- 1920. £100. *Daily Mail* Sandringham hat.
- 1920. £650. "Beauty and Talent" Golden Apple competition.
- 1920. £250. Egg Laying competition.
- 1920. £100. Efficiency Exhibition poster.
- 1920. £250. *Daily Mail* Puzzle solution.
- 1920. £1,142. Children's Winter competition games.
- 1921. £1,000. Efficiency Exhibition scholarships.
- 1921. £600. Egg-Laying competition.
- 1921. £1,146. Children's Summer Holiday competitions.
- 1921. £600. Professional Golf Tournament.

XVII.

After the Great War.

THE removal of war-time restrictions on paper supplies gradually allowed the old size of *The Daily Mail* to be restored.

After November 21, 1918, four-page papers, a compulsory war economy, became a thing of the past. Four pages grew to six, six became eight, and, despite the high prices of paper, *The Daily Mail* has for some time published twelve, fourteen, and occasionally sixteen-page issues daily.

"They will cheat you yet, these Junkers!" Carl Rosemeier, a German in Switzerland, warned the Allies. "Having won half the world by bloody murder, they are going to win the other half with tears in their eyes, crying for mercy."

The Daily Mail set itself to fight the new German propaganda. It took its stand by the side of England's Ally, France, and threw all its force on behalf of a firm and just peace, in which the men who had made the war should be made to pay to their utmost for it. It fought, too, the proposal to make terms with the Bolsheviks. Its attitude brought it sharply into conflict with Mr. Lloyd George, but secured general and enthusiastic popular approval and support.

The Daily Mail took a strong stand against waste. The Government War departments were being cleared up in the most leisurely fashion, or not being cleared up at all, dragging on an unwanted existence, month after month, at tremendous cost to the taxpayers. An official inquiry into the Ministry of Munitions revealed muddle, waste, incompetence. It did not stand alone.

Anti-Waste.

Day by day *The Daily Mail* took up different aspects of the war spending departments, showing that nothing was being done on the scale that should be done to reduce expenditure. It urged repeatedly that Parliament should take the matter in hand, and declare that it would not vote more than a certain sum for public services.

Day by day the paper drove home the truth that we must reduce all national expenditure to a minimum to avoid a serious financial crisis. It is preaching the same lesson to-day. It fought against the Middle East folly. "The people of this country cannot play the part of fairy godmother to Palestine and Mesopotamia." It fought for the closing of unnecessary departments which had long overstayed their leave, and should have ceased work immediately after the war. It printed at the head of its editorial column the brief warning :

THE ROAD TO RUIN.

Daily expenditure.....	£4,440,000
Daily revenue.....	2,335,200
Daily deficit	2,104,800

The Daily Mail took the plain commonsense business point of view that the country could not afford extravagances, and must put its house in order. It condemned the gross mismanagement of the railways for which the public had to pay, the heavy subsidies and doles obtained from borrowed money made to different industries, the costly and useless Labour Exchanges, and the growth of still fresh Government departments.

This campaign is exceedingly unpopular in official circles. It has brought once more all the vials of wrath of the Party press upon *The Daily Mail*. In December, 1920, Lt.-Colonel Archer-Shee called attention to an article attacking waste which appeared in *The Daily Mail*, declaring that it was a gross breach of the privileges of Members of Parliament. The Speaker declined to accept his motion, but Colonel Archer-Shee framed another resolution which was supported by practically all the Coalition Members present. *The Daily Mail's* special crime was that it had published the Division lists showing how the members had voted on this issue.

The Daily Mail's reply was a re-assertion of its right to criticise Parliamentary action over national expenditure.

"These articles will be continued from time to time or from day to day as the public interest may require. We shall not be deterred by Colonel Archer-Shee's petulant annoyance from publishing the division lists whenever, in our opinion, the House of Commons spends money which, in the present condition of the national finances, we cannot afford to spend. Criticism of parliamentary carelessness affecting the public purse was never more necessary than it is to-day, and we imagine that the high authorities who control the proceedings of the House of Commons are becoming properly aware of this. Criticism must be pointed, and even

harsh, if it is to produce the vast economies which are now vital, and a House of Commons that allows spendthrift Ministers to play ducks and drakes with public money has no right to complain if we use hard words. Perception of this fact followed close upon Colonel Archer-Shee's indignation, and his projected debate was very wisely snuffed out by the Speaker, who decided that the contemplated demonstration was out of order."

The country is able already to judge whether the Anti-Waste Campaign of *The Daily Mail* is necessary or not.

A Stand against Dictation

The Daily Mail has always been sympathetic to Labour, and to the legitimate claims of trade unions. In the General Election of 1918, it took the extraordinary course of placing a column a day at the service of the Labour Party for enunciating its policy. During the railway strike of 1919, it maintained a firm line against the attitude of the railway men. Mr. Isaacs, one of the machine managers at Carmelite House, sent a letter to Viscount Northcliffe as the "Father" of their "Chapel," embodying a strong protest against this policy.

Viscount Northcliffe replied promptly and decisively.

"I hope you will understand that I have no intention of allowing my newspapers to be influenced in this or any other matter by anyone. I am entirely satisfied with the attitude of my journals towards this national calamity, and rather than be dictated to by anyone, or any body of men, I will stop the publication of these newspapers, and, in view of your letter, I have so informed the Newspaper Proprietors' Association."

The Daily Mail launched out in a number of new post-war enterprises of the most varied kind. It pushed forward its plans for the improvement of British agriculture, particularly of British poultry keeping. It sent a number of correspondents to the United States to describe political and social developments there. It endeavoured, and endeavours to this day, to make Parliament and the country realise the barren folly and worse of the present policy of both the Government and the Sinn Feiners in Ireland. It held exhibitions, notably the Ideal Home Exhibition of 1920, and the Efficiency Exhibition of 1921.

A Glance Forward

That its policy has received the sympathy and approval of the great mass of British people is best seen by the amazing growth in net sale and influence during these past two years. At a time when the British Press, as a whole, has been passing through the

greatest crisis in its history, *The Daily Mail* has been able to show a larger net sale than ever before. Between this journal and its readers there has existed from the first a bond of sympathetic understanding which is stronger to-day than ever.

* * * *

The Daily Mail looks into the future unafraid. The policies it has advocated have been tested by time, and have proved themselves. It has had its hours of crisis ; they have been surmounted. As it has stood in the past, so it stands now, for the greatness and the glory of the British race. Bound to no Party and to no section of the nation, representing no class interests, it endeavours to give in its columns a faithful picture of Britain and the world as they are to-day, and to employ the services of the ablest brains in showing our people how we can best maintain peace, prosperity, and efficiency at home ; and peace, safety, and power throughout the world.

DAILY MAIL NET SALES.

1,365,256.

LONDON,

21st April, 1921.

We certify that the average Net Daily Sale of *Daily Mail*, after deducting all unsold or free copies whatsoever, for the first half of April, 1921, was 1,365,256.

(Sgd.) LEVER, HONEYMAN & Co.
(Chartered Accountants).

(Sgd.) E. LAYTON BENNETT, SONS & Co.
(Chartered Accountants).

A Second Lieutenant

Somewhere in Flanders he lies,
The lad with the laughing eyes;
 And I bade him good-bye but yesterday!
He clasped my hand in a manly grip;
I can see him now with a smiling lip,
 And his chin held high in the old proud way.

Salt of our English earth,
A lad of promise and worth,
 Straight and true as the blade at his side,
Instant to answer his country's call,
He leapt to the fray to fight and fall,
 And there, in his youth's full flood, he died.

Victor yet in his grave,
All that he had he gave;
 Nor may we weep for the might-have-been,
For the quenchless flame of a heart aglow
Burns clear that the soul yet blind may know
 The vision splendid his eyes have seen!

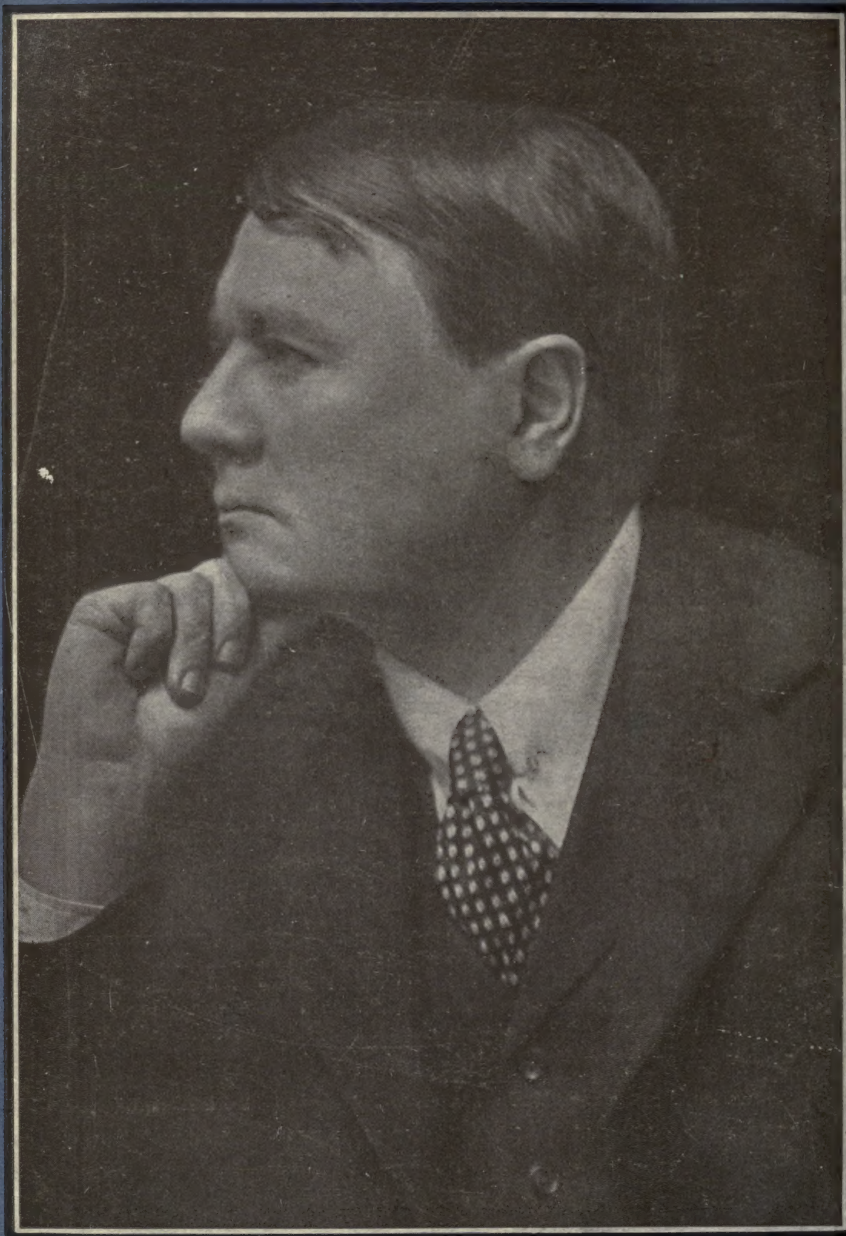
Weep but the wasted life
Of him who shrinks from the strife,
 Shunning the path that the brave have trod;
Not for the friend whose task is done,
Who strove with his face to the morning sun,
 Up and up to his God!

TOUCHSTONE.

"Touchstone," *The Daily Mail* poet, whose verses have appeared regularly for the past fourteen years, is known in private life as Mr. C. E. Cole-Hamilton Parton. A St. Paul's boy, he went from school to the staff of the "Evening News," and has since remained with it. "Touchstone" writes much besides poetry, and all his work has a note of sympathy and understanding which has made the world his friend.

Many of his poems are cherished by thousands as among their most familiar and treasured possessions. The best known, "A Second Lieutenant," printed above, was published in *The Daily Mail* in May, 1915.

The
Mystery of The DAILY MAIL
1896-1921



The Founder of The Daily Mail

PN
5129
L7M3

McKenzie, Frederick Arthur
The mystery of the Daily
mail

PLEASE DO NOT REMOVE
CARDS OR SLIPS FROM THIS POCKET

UNIVERSITY OF TORONTO LIBRARY
